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IOWA DEPARTMENT OF PUBLIC SAFETY COMMISSIONER PRESENTS TRAFFIC SAFETY AWARD TO AMERICAN CONCRETE OF DES MOINES

Des Moines, IOWA --- The Iowa Department of Public Safety annually recognizes outstanding traffic safety contributions by individuals with the Commissioner's Special Award for Traffic Safety. The awards were presented today at the annual Governor's Highway Traffic Safety Conference in Des Moines. Selection was based on a commitment to traffic safety and service provided beyond routine duties, creativity of approach, and effectiveness of a traffic safety program or campaign. To be considered for an award, individuals must have contributed in a leadership role to traffic safety issues through promotion and awareness in his or her area of expertise.



American Concrete of Des Moines, Iowa promoted traffic safety in Iowa by placing traffic safety information on their cement trucks. Not only is the message reaching their employees, but also the general public as they drive Iowa's roadways. They chose to address drinking and driving with "Drunk Driving, Over the Limit, Under Arrest" message. This project was developed and paid for by American Concrete. A special thanks goes to Chris

West and Derek Frederikson for their commitment to safety.