

IRTBA Launches Ad Campaign Urging Support for the IL Route 53 Expansion

Press Release

May 18, 2017



FOR IMMEDIATE RELEASE
Thursday, May 18, 2017

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Route 53 expansion creates jobs, reduces congestion

The Illinois Road and Transportation Builders Association (IRTBA) today launched a major cable, radio, and digital ad campaign supporting the Illinois Route 53 expansion project.

The campaign features IRTBA's first television advertisement of the year. "Works" highlights the significant benefits the Route 53 expansion project will bring to Lake County.

In addition to reducing congestion and traffic, saving the average commuter 20 hours per month, the Route 53 project will boost the Lake County economy by creating up to 30,000 new full-time jobs without harming the environment.

"The Route 53 project will enhance the quality of life for residents of Lake County by creating new full-time jobs and reducing traffic so residents have more time to spend with their families," IRTBA President & CEO Michael Sturino said.

Watch the [television ad here](#).

Listen to the [radio ad here](#).

About Illinois Road and Transportation Builders Association

The Illinois Road and Transportation Builders Association (IRTBA) has served over 75 years as the leading transportation industry trade association in Illinois. IRTBA member firms design, build, and maintain the state highways, transit systems, railways, and aviation systems. The core purpose of IRTBA is to advance and promote the transportation design and construction industry in Illinois.

