



*Office of Mayor Lawrence J. Morrissey
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MEDIA ADVISORY

FOR IMMEDIATE RELEASE:

CONTACT INFORMATION:

**Kimberly Bruce
Strategic Communications Manager**

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**Phone: 779-348-7331
E-mail: Kimberly.Bruce@rockfordil.gov**

City to Host Traffic Calming Sign Judging

WHAT: For the past several months, the City of Rockford has partnered with Rockford Public Schools in a fun competition to address the number one complaint its traffic division receives – perceived speeding in residential areas. The competition called upon RPS 205 to engage creative students within the academies to design signage and slogans that raise awareness of traffic safety issues in neighborhoods. Six finalist entries were selected from the 35 submittals received. The final judging selection will take place this week and the final sign chosen will be produced into yard signs and be made available to the public.

The designer of the winning sign will also receive prizes generously donated by the City of Rockford and Rockford Park District.

Judges include: Aldermen Tom McNamara, City of Rockford; Alderman Teena Newburg, City of Rockford; Julia Scott Valdez, City of Rockford, Jeremy Carter, City of Rockford; Lt. Walt Felton, Rockford Police Department; Denise Delanty, Rockford Park District; Laura Gibbs-Green, Rockford Park District; Bridget French, Alignment Rockford; Fred Diehl, Rockford Public Schools; Cyndie Hall, Neighborhood Network; and Roman Salamon, United Way of Rock River Valley.

The public is also invited to view the final selections and cast their vote.

WHEN: Thursday, February 4
4:00 p.m. – 7:00 p.m.

WHERE: Regional Design Center
315 N. Main Street, Rockford