



ILLINOIS TOLLWAY NEWS

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ILLINOIS TOLLWAY ASKS KIDS TO HELP NAME ITS NEW, TALKING MINI-H.E.L.P. TRUCK DURING CHICAGO AUTO SHOW

Kids can vote for their favorite name, win I-PASS gift cards for their parents

DOWNERS GROVE, IL – The Illinois Tollway needs help naming its new, mini-Highway Emergency Lane Patrol (H.E.L.P.) truck and is asking kids attending the Chicago Auto Show to choose a name.

The 100-pound, kid-sized truck with oversized blinking eyes and flashing emergency lights will travel to local safety events as part of the Tollway’s public outreach efforts to educate youngsters about driving and roadway safety.

“We think this is a creative, fun way to reach children with important safety messages that last a lifetime,” said Illinois Tollway Executive Director Cassandra Rouse.

The mini-H.E.L.P. truck delivers kid-friendly messages through a loudspeaker, putting a creative twist on critical safety issues including following posted speed limits and putting away cellphones.

Families attending the Chicago Auto Show are encouraged to stop by the Illinois Tollway booth and vote for a name of their own choosing for the mini-truck.

Voting will take place every day at the Tollway booth beginning at 10 a.m., from Saturday, February 8, through Sunday, February 16. Winners will be announced at the Chicago Auto Show’s Family Fun Day, Monday, February 17.

A random drawing of the ballots cast will choose five winners, who will each take home a goodie bag that includes a \$20 I-PASS gift card.

About the Illinois Tollway

The Illinois Tollway is a user-fee system that receives no state or federal funds for maintenance and operations. The agency maintains and operates 294 miles of roadways in 12 counties in Northern Illinois, including the Reagan Memorial Tollway (I-88), the Veterans Memorial Tollway (I-355), the Jane Addams Memorial Tollway (I-90), the Tri-State Tollway (I-94/I-294/I-80) and the Illinois Route 390 Tollway.

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