Emergency Zone Law to Get Board Time

Local News

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Olympia, WA - Beginning Wednesday, August 31, the Move Over/Slow Down message will be displayed on six digital billboards in Kent and one in Tacoma to educate drivers about the Emergency Zone Law. The coming Labor Day weekend will mark the beginning of a visual reminder to the motoring public to drive safely and be aware of emergency vehicles. Clear Channel Outdoor has joined in partnership with the Kent Police Department, King County Sheriff's, Kent Fire-Regional Fire Authority and the Washington State Patrol in an effort to educate the public about the Emergency Zone Law. Six digital billboards in Kent and one in Tacoma will begin running the Move Over/Slow Down photo to passing traffic starting August 31, 2011.

“Through Clear Channel’s partnership with the Washington State Patrol and the Kent Police Department, over 2.2 million people will see this important public safety message weekly," says Olivia Lippens, President of Clear Channel Outdoor in Seattle. “The Move Over/Slow Down campaign will be displayed instantly on all of Clear Channels static digital billboards throughout the region and will provide tremendous reach to the traveling public on an important safety issue.” The state’s enhanced Emergency Zone law (RCW 46.61.212), which went into effect on January 1, 2011, was built on an earlier “move over” law and creates 200-foot zone around stationary emergency vehicles that have their lights activated. The emergency vehicles include police cars, fire and emergency medical service vehicles, tow trucks and state Department of Transportation (WSDOT) vehicles. Under the law, the fine is doubled if you’re speeding, or fail to move over when passing through the emergency zone.