



Ohio Turnpike Calls on Drivers to ‘Be the Highway Hero’ in a New Global Road Safety Campaign

BEREA, Ohio (June 30, 2025) – Whether you’re driving a vehicle, working on the road, or supporting highway operations behind the scenes, everyone has a role to play in protecting lives and fostering a culture of shared responsibility to improve roadway safety and reduce crashes.

“Our maintenance/roadway workers show up every day to keep travelers safe. We ask motorists to do the same,” said Ferzan M. Ahmed, P.E., executive director of the Ohio Turnpike and Infrastructure Commission. “Every safe journey depends on making smart choices behind the wheel – wear your seatbelts, obey the speed limit, stay focused, and drive sober. These everyday choices are what make someone a highway hero.”

As the summer traffic increases – including over the upcoming Fourth of July holiday weekend – we urge everyone to take safety seriously and to be the reason that everyone arrives at their destinations safely.

Driven by the tolling industry and powered by everyday heroes, the turnpike commission has partnered with the International Bridge, Tunnel and Turnpike Association (IBTTA) to promote the Be Safe Together: Be the Highway Hero campaign – a global movement to protect lives and the journeys that bring us together.

IBTTA is the worldwide association for owners and operators of toll facilities and the businesses that support them. Founded in 1932, IBTTA has members in more than 20 countries on six continents, advancing innovative, user-based transportation funding solutions to meet today’s infrastructure challenges.

Let’s Be Safe Together. Every Safe Journey Has a Hero.

Learn more at www.ohioturnpike.org and www.ibtta.org.

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