



FOR IMMEDIATE RELEASE

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The Huey P. Long Bridge Widening Project Gets Social

JEFFERSON, La. – With the growing need to stay connected and informed, the Huey P. Long Bridge Widening project has joined two of the most popular social networking Web sites, Facebook and Twitter. The bridge widening project has created web pages on these sites as a way to embrace new communication channels. On Facebook, a fan page and a group page were created.

“As trends change, we must stay current and flexible with the way information distribution is evolving. We want to change with the times. We are particularly excited about Twitter because it will enable us disseminate information quickly and efficiently,” said Indira Parrales, Huey P. Long Widening Project spokesperson.

Twitter, a free social network and micro-blogging service, uses short text-based posts known as tweets. Tweets can be received either by computer or cell phone for people on-the-go. You can follow the Huey P. Long Bridge Project at www.twitter.com/hueypbridge or simply follow the link located on the homepage of the Huey P. Long Bridge Widening Project - www.hueypbridge.com.

“The nature of these short text-based messages will work perfectly during the bridge closures brought on by the upcoming steel truss installation process. Because bridge closures will occur at non-



specified times during non-peak traffic hours, Twitter will enable us to send tweets when a closure happens creating a more efficient way to communicate with motorists,” said Parrales.

The Huey P. Long Bridge Widening Project is a TIMED (Transportation Infrastructure Model for Economic Development) Program project. The TIMED Program was created by Act 16 of the 1989 Louisiana Legislature, was voted for by the people and is the single largest transportation program in state history. The \$5.2 billion improvement program includes widening 536 miles of state highways, new construction or improvements to three major bridges projects and the improvements to both the Port of New Orleans and the Louis Armstrong International Airport. The Program is designed to enhance economic development in Louisiana through an investment in transportation projects.

As one of 16 TIMED projects, the completed Huey P. Long Bridge Widening Project will include three 11-foot lanes in each direction, along with new inside and outside shoulders across the bridge. The project also will include construction of new roadway approaches that will provide signalized intersections at Bridge City Avenue and Jefferson Highway. The entire project is scheduled to be complete by 2013.

For more information, contact the Public Outreach Office at 504-731-4200 or visit

www.hueypbridge.com.

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