



**For Immediate Release**

June 18, 2009

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## **ADOT Uses Social Networking For Up-to-the-Minute Twin Peaks Construction Information**

TUCSON – The Arizona Department of Transportation has chosen to implement social media outlet Twitter on the \$50.5 million Twin Peaks Interchange project on Interstate 10 at milepost 245.

Twitter is an up-and-coming, free social networking tool that allows users to receive information and communicate with others in short text messages exchanged on their cell phones or by logging on to the Web – both of which can be done in a mobile environment. Travelers who wish to receive updates on the Twin Peaks Interchange project via Twitter, may sign-up at <http://twitter.com/TwinPeaksTucson>.

“Social networking tools like Twitter are a new way of staying connected with the traveling public. It allows users to obtain information in a mobile environment,” explained Linda Ritter, public information officer for the ADOT Tucson District. The Project Team will issue notifications when there are travel delays, construction impacts, holiday travel information and completed major milestones.

Construction on the Twin Peaks Interchange began in May 2009 and is expected to take 18 months to complete. Project information is available in multiple formats:

**Toll-Free Project Hotline:** (877) EXIT 245  
**Project Website:** [www.TwinPeaksI-10.com](http://www.TwinPeaksI-10.com)  
**Email:** [info@TwinPeaksI-10.com](mailto:info@TwinPeaksI-10.com)  
**Twitter:** <http://twitter.com/TwinPeaksTucson>  
**Statewide Travel Information:** Dial 5-1-1 or visit <http://www.az511.com>

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