



NORTH TEXAS TOLLWAY AUTHORITY
5900 W. Plano Parkway, Plano, Texas 75093

Media Contact:
Susan Slupecki
214-224-2481
sslupecki@ntta.org

Customer Contact:
972-818-NTTA (6882)
CustomerService@NTTA.org
www.NTTA.org

CUSTOMER REWARD PROGRAM TO OFFER FREE POINTS FOR DRIVING CELL FREE
NTTA's TollPerks and Red Thumb Programs Join in Effort to Curb Texting and Driving

PLANO, TX – April 29, 2016 – Members of the North Texas Tollway Authority's customer reward program, [TollPerks](#), can earn extra points next month just by making the commitment to drive phone-free. Every Tuesday in May, TollPerks members who take the [Red Thumb](#) pledge will be awarded an extra 5,000 TollPerks points (a \$50 value). An extra 2,500 points (a \$25 value) also may be awarded to anyone who shares their Red Thumb pledge on NTTA's [Facebook](#) and [Twitter](#) pages.

The Red Thumb movement is a safety campaign aimed at ending distracted driving – specifically, texting and driving – by encouraging drivers to make some part of their thumb red to remind them to keep their hands on the wheel and eyes on the road at all times.

All TollPerks members have to do to get the extra points is take the Red Thumb pledge **in person** at one of NTTA's TollTag stores on the following days (weather permitting at Plano location):

11 a.m. to 1 p.m. Tuesdays, May 3, 17, 31

Plano TollTag Store
5900 W. Plano Parkway
Plano, TX 75093

11 a.m. to 1 p.m. Tuesday, May 10

Fort Worth TollTag Store
4825 Overton Ridge Blvd.
Suite #304
Fort Worth, Texas 76132

11 a.m. to 1 p.m. Tuesday, May 24

Irving TollTag Store
5555 President George Bush Turnpike
Irving, Texas 75038

TollTag customers who enroll in TollPerks and drive on NTTA toll roads earn points that can be redeemed for exclusive rewards. In addition, TollPerks members will have access to exclusive toll road offers that do not require redemption of points as well as special promotions, including instant spin-to-win and quarterly prize drawings. Rewards will consist of offers from local businesses, and members can redeem their points to access special deals, discounts, coupons and other exclusive offers.

To learn more or to sign up for TollPerks, visit TollPerks.com. (

###

About the NTTA

The North Texas Tollway Authority, a political subdivision of the state of Texas, is authorized to acquire, construct, maintain, repair and operate turnpike projects in the north Texas region. The [nine-member board](#) is comprised of Chairman Kenneth Barr; Vice Chairman Bill Moore; and Directors William D. Elliott, Matrice Ellis-Kirk, Mojoy Haddad, John Mahalik, Michael Nowels, George "Tex" Quesada and Jane Willard.

The NTTA serves Collin, Dallas, Denton and Tarrant counties and owns and operates the Dallas North Tollway, President George Bush Turnpike, Sam Rayburn Tollway, Addison Airport Toll Tunnel, Lewisville Lake Toll Bridge, Mountain Creek Lake Bridge and Chisholm Trail Parkway. The NTTA is able to raise capital for construction projects through the issuance of turnpike revenue bonds. NTTA toll projects are not a part of the state highway system and receive no direct tax funding. Tolls are collected to repay debt and to operate and maintain the roadways.

NTTA.org