



News Release

Interstate 29/35 Connections Project
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kcICON Project Wins Three MarCom Awards

KANSAS CITY, MO – The kcICON Project team has been recognized for its public information and outreach work. The Missouri Department of Transportation (MoDOT) and Paseo Corridor Constructors (PCC) make up the winning kcICON Project design-build team.

The team received one platinum award for the kcICON Project roll-out campaign; letting motorists in Kansas City know the Interstate 29/35 corridor would experience heavy construction from 2008 until 2011. The kcICON Project team also received two gold awards, one for the quality of writing in an advertorial, the other for the project's groundbreaking event.

MarCom Awards is administered and judged by the Association of Marketing and Communication Professionals. The international organization consists of several thousand creative professionals. The Association oversees awards and recognition programs, provides judges, and sets standards for excellence. There were over 5,000 international entries in the 2009 competition.

“Engaging our community partners in a meaningful way and addressing the issues that matter most to them has contributed to our project's success to date,” said kcICON Project Director Brian Kidwell. “Additionally, we're proud that our work with the public is recognized as exceptional by our communication peers.”

The \$245 million kcICON project will reconstruct/rehabilitate 4.7 miles of Interstate 29/35 from just north of Route 210/Armour Road in North Kansas City into the northeast corner of the downtown Kansas City, Missouri freeway loop. The project includes improving outdated interchanges and the construction of the Christopher S. Bond Bridge – a new landmark, cable-stay Missouri River bridge.

Paseo Corridor Constructors is a joint-venture partnership of Clarkson Construction Company, Massman Construction Co. and Kiewit Construction Co. The project was designed by Parsons Transportation Group and TranSystems.

Additional information is available on the project's Web site: www.kcicon.com or by searching “kcICON Project” on facebook.com.

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