



**Interstate 29/35 Connections Project**  
103 W. 26th Ave.  
North Kansas City, MO 64116

816.841.8888  
[www.kcicon.com](http://www.kcicon.com)

FOR IMMEDIATE RELEASE  
April 1, 2010

For more information, contact:  
Jennifer Benefield: 816-841-6037 - office  
816-509-2561 - mobile

### **Driving Through the Cone Zone until July 2011** *Work Zone Awareness Week is April 19-23, 2010*

KANSAS CITY, MO – As the Missouri Department of Transportation kicks off Operation Orange, inviting facilities, businesses and organizations to creatively use the color orange to remind motorists to drive safely, the kcICON Project wants to remind drivers that Interstate 29/35, through the Paseo corridor, will be a Cone Zone until July 2011.

“Work is increasing now with the warmer weather, and this year will have the most significant impact to motorists more than any other time during this three-year project,” said kcICON Project Director Brian Kidwell. “Any commuters who are able to take an alternate route or alternate transportation may want to do it this year.”

Through its Operation Orange initiative, MoDOT uses the orange warning color to raise awareness for work zone safety and reduce crashes and fatalities in highway work zones.

Last year, more than 90 significant landmarks throughout the state went orange during Work Zone Awareness Week, including the St. Louis Zoo, Unity Village in Lee’s Summit, Hammonds Field in Springfield, and the Bill Emerson Memorial Bridge in Cape Girardeau. Photos of last year’s participants can be found at [www.modot.org/operationorange](http://www.modot.org/operationorange).

This year, National Work Zone Awareness Week will be celebrated April 19-23, and MoDOT is inviting interested participants to either sport orange or post signs or messages urging motorists to drive safely in work zones.

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, Mo. 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 The project includes improving outdated interchanges and the construction of the Christopher S. Bond Bridge – a new landmark, cable-stay Missouri River bridge. Additional information is available on the project’s Web site: [www.kcicon.com](http://www.kcicon.com).

###

