



WV TURNPIKE STATE FARM® SAFETY PATROL SPONSORSHIP LAUNCH EVENT



On June 25, 2019, West Virginia Governor Jim Justice joined the West Virginia DOT Secretary and a State Farm representative to announce a new sponsorship of its Safety Service Patrol program on the state's parkways.

The West Virginia Parkways Authority and State Farm are joining forces to enhance the Authority's Courtesy Patrol and motorist services.

The patrol, now known as the WV Turnpike State Farm Safety Patrol, will continue to perform the same vital service. Sponsorship offers these additional benefits:

- New, recurring revenue delivered to the Authority
- Increased vehicle visibility and driver safety
- Informative highway signs along covered routes
- Newly designed handouts distributed to motorists
- Digitized motorist feedback survey
- Automated survey reporting
- Increased public awareness



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See the full press release and video of the announcement on the Governor's website ([click here](#)).



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“This is a partnership right here, between State Farm and our Secretary of Transportation, and the DOT, and all of the great workers that work on highways and parkways, and all the people that are just making it happen every day... Today is a great day, I congratulate all of you, I thank you, and I know you’ll continue to do great work...”

– West Virginia Governor Jim Justice


Local media attended the event and reported on the new public/private partnership between the Parkways Authority and State Farm. The news was also picked-up by the Associated Press, which extended the announcement’s reach beyond West Virginia. In total, 70 news stories covered the sponsorship online, via broadcast, in print, on the radio, and on social media. Here is a sampling of the overwhelmingly positive coverage of the announcement:

WVOWK NEWS WEATHER TRAFFIC SPORTS LIVE COMMUNITY WHAT'S ON CONTESTS

WEST VIRGINIA

State Farm sponsoring Courtesy Patrol along West Virginia Turnpike

f t w i e +



Posted: Jun 25, 2019 / 05:02 PM EDT / Updated: Jun 25, 2019 / 08:11 PM EDT

BECKLEY, W.Va. (AP) — Vehicles that help stranded motorists along the West Virginia Turnpike now have a sponsor. The West Virginia Parkways Authority announced Tuesday that State Farm is sponsoring the Courtesy Patrol program along the 88-mile stretch from Charleston to Princeton.

Governor Jim Justice @WVGovernor · Jun 25

We're excited to work with a quality company like State Farm so we can make our safety patrol services better than ever for everyone traveling through WV. Disabled motorists can dial *SP and the State Farm Safety Patrol unit will be notified. #AssistPatrol bit.ly/2Xv39xv

EYEWITNESS NEWS FOX 11 NEWS WEATHER SPORTS I-TEAM CHIME IN WATCH

State Farm to sponsor West Virginia Courtesy Patrol


by JEFF MORRIS | Tuesday, June 25th 2019



MetroNews THE VOICE OF WEST VIRGINIA ABOUT US AFFILIATES ADVERTISING SEARCH

NEWS SPORTS PODCASTS WEATHER

State Farm to sponsor Turnpike's Courtesy Patrol service



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