



## NEWS RELEASE

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### BELTWAY TO TOMORROW PUBLIC INFORMATION CAMPAIGN LAUNCHED; PROVIDES FACTS ABOUT BENEFITS OF BELTWAY COMPLETION

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LAKWOOD, CO – Jefferson County, population 540,000, says good-bye to half of its available workforce each morning as they head off to commercial centers elsewhere in metro Denver to find their livelihoods.

That is why Jefferson Economic Council (JEC) is spearheading the new Beltway to Tomorrow public information campaign, which already has more than 20 formal supporters and has conducted initial outreach to numerous regional jurisdictions and organizations to date.

The campaign features its own web site, BWayNow.Com.

The campaign will assist area jurisdictions, elected officials, civic and business leaders and the public in understanding the local and regional benefits of a completed metropolitan beltway primarily through its web site, BWayNow.Com, as well as through extensive ongoing public outreach.

“Jefferson County stands to gain 17,000 local jobs and a healthier mix of community uses,” says Preston Gibson, president, JEC.

“The time for action is now,” asserts Jefferson County Commissioner Kevin McCasky. “Without a completed beltway northern Jefferson County will continue to be dominated by homes,” he said. “The completed beltway will bring sustainable property and sales tax revenue that we need for our schools, open space, public safety and public infrastructure,” he says.

Area leaders support completion of the proposed final beltway connection as a way to improve travel across the region, especially as planned I-70, I-76, I-25 and C-470 improvements get underway in the future.

The public information campaign and BWayNow.Com will be announced through a network of web sites, emails, other internet-based communication and the news media. BWayNow.Com provides a flyer, maps, FAQs, news updates, useful links and other information.

**FOR IMMEDIATE RELEASE: 4.28.08**

**CONTACT:** Ken Parks, PEAK PR,  
303.691.1801; ken@peakpr.com



Bikes as well as local traffic must conduct a dangerous crisscross at current overloaded local intersections. The proposed final beltway connection will eliminate traffic lights in Golden along the roadway.

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CONTINUED - BELTWAY TO TOMORROW PUBLIC INFORMATION CAMPAIGN

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Supporting groups are being asked to participate in one or all of the following facets of the campaign:

1. Adopt a proclamation calling for the timely completion of the long-planned metro Denver beltway.
2. Assist in distributing information and promoting BWayNow.Com.
3. Contribute to and help distribute the Beltway to Tomorrow public information campaign news media information kit.
4. Contribute cash and/or in-kind resources to the Beltway to Tomorrow public information campaign as needed.

“In good faith, the region has considered 73 alternatives for the proposed final beltway connection,” says Gibson. “The time for action is now.”

To learn more or to register support, visit [BWayNow.Com](http://BWayNow.Com).

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A four-lane parkway now leads from C-470 into Golden and will be continued through the town.