



**FOR IMMEDIATE RELEASE**  
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Contacts: John Willard, ATA  
703-838-1924  
Chris Carlson  
800-618-6946 ext 238

## **AMERICAN TOWING ALLIANCE ANNOUNCES PLAN TO JOIN THE HIGHWAY WATCH® COALITION**

**ALEXANDRIA, VA**—The American Towing Alliance, LLC (ATowA) is the Upland, California, based firm that provides nation-wide towing and recovery services for the trucking industry, will become the latest national trade group to become a partner in the American Trucking Associations' (ATA) Highway Watch® program. ATowA was endorsed by ATA in 2003 because of the value and protection that they bring to their trucking clients.

Highway Watch® is a national safety and security program that utilizes the skills, experience, and "road smarts" of America's transportation workers to help prevent terrorists from using large vehicles or hazardous cargoes as weapons and to protect America's critical highway transportation infrastructure. The program is administered by ATA under an agreement with the U.S. Department of Homeland Security (DHS).

ATowA has committed to assisting the ATA in providing Highway Watch® training and materials to towing employees all across America, including the 1,600 heavy tow and recovery companies that comprise the ATowA network. The curriculum teaches drivers how to observe and properly report suspected national security threats and highway safety incidents.

"The Highway Watch® program provides us with a great opportunity to help keep America safe and we are committed to doing our part by helping to enroll members of the towing community," said Chris Carlson, Chief Operating Officer for ATowA. Our tow network not only brings extra sets of eyes, but is an important resource during natural or man-made disasters.

“We’re proud to have ATowA as a partner on our Highway Watch® team,” said Bill Graves ATA President and CEO. “Their contacts will add tremendous value to this program as we look to expand this program beyond the trucking industry.”

In March 2004, ATA entered into a \$19.3 million cooperative agreement with DHS to expand its Highway Watch® program on behalf of the highway sector. Fueled by this cooperative agreement and an additional \$21 million earmarked for 2005, Highway Watch® will not only provide instruction for hundreds of thousands of highway transportation professionals—including commercial truck and bus drivers, school bus drivers, state Department of Transportation (DOT) workers and others—but also administer a national Highway Watch® Call Center as well as the Highway Information Sharing and Analysis Center (ISAC).

Highway transportation sector professionals are welcome to join Highway Watch® by calling the national toll free number at 1-866-821-3444 or checking out our website at [www.highwaywatch.com](http://www.highwaywatch.com).

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