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## PRESS RELEASE

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Date: 12/16/2011

Contact: Jennifer Finch, 970-356-4000 ext. 4232

RE: Call for Entries

### **HIGHWAY 85 IMPROVEMENTS INCLUDE NEW LOGO DESIGNED BY YOU**

WELD COUNTY, CO – The Highway 85 Coalition, along with the Weld County Commissioners, is seeking entries for the Centennial Highway logo design contest. The contest is open to individuals or teams and offers a \$1,000 prize to the winning entry. The prize money was donated by Anadarko Petroleum Corporation in their continuing participation in Weld County projects.

The Highway 85 Coalition, which was formed in 2009, is dedicated to improving the transportation corridor from Weld County Road 2 to Weld County Road 90 and north to the state line. The goals of the group, which include participants from 10 municipalities along Highway 85, are to improve traffic flow, increase safety and enhance the appearance of the corridor throughout Weld County.

The design contest, which is open to everyone, is a proactive and creative approach to unifying the highway in Weld County. Recently, Highway 85 was named “Centennial Highway”, and the winning logo will be used on CDOT-approved highway and community signs from Brighton to Pierce.

“The work the Highway 85 Coalition is committed to doing will benefit all of Weld County,” said Commissioner Chairwoman Barbara Kirkmeyer. “This contest will help with the Coalition’s goals of improving the look of the highway and generating community pride around the businesses and residents located along the route. As Interstate 25 becomes more congested with traffic, Highway 85 will become an even more important thoroughfare in northern Colorado.”

Other projects the Coalition oversees include a regional comprehensive plan for the corridor, improved highway access, pedestrian connectivity, lighting and landscaping.

For official rules and additional information regarding the logo design contest, please visit [www.co.weld.co.us](http://www.co.weld.co.us) and enter “Centennial Highway Logo” in the internal search engine. The deadline for submissions is March 1, 2012, 5:00 p.m.

<http://www.co.weld.co.us/Departments/PublicWorks/TransportationPlanning/CentennialHighwayLogoContest.html>

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