

FOR IMMEDIATE RELEASE

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## Houston TranStar Launches “It’s Only a White Line” Website to Prevent Deaths of Stranded Motorists

**AVAILABILITY:** TranStar Executive Director, Brian Mason, and Public Information Officer, Joshua Shideler, available for interviews with media partners

**WHEN:** Tuesday, June 20  
12:00 pm – 2:00 pm  
Wednesday, June 21  
10:00 am – 12:00 pm

**LOCATION:** Houston TranStar, 6922 Katy Rd. Houston, TX 77024

Houston TranStar has launched a new website for its signature motorist safety campaign, *It’s Only a White Line*™ that warns drivers they risk serious injury or even death any time they are stopped on the freeway.

“About 75 percent of stranded motorists who died over a 10-year period in Harris County were standing outside their vehicles,” said Brian Mason, TranStar’s Executive Director. “There is no safe space for motorists stopped on the freeway.”

The new website, [OnlyAWhiteLine.ORG](http://OnlyAWhiteLine.ORG), provides drivers with valuable information for getting off the freeway as quickly as possible. It also corrects common misconceptions and reminds motorists of Texas laws for safe travel.

“Saving lives is our mission,” said Mason. “The more people we can reach with this important information, the more deaths we can prevent.”

Guided by a Leadership Council of representatives from law enforcement, the medical community, transportation management, the towing industry, and auto insurance associations, the campaign is building a comprehensive network of participating organizations committed to preventing deaths of stranded motorists.

“Road shoulders give drivers a false sense of security, thinking a thin line of white paint will protect them from fast-moving traffic,” says Mason. “Our goal is to eventually take this critical message statewide in our commitment to motorist safety.”

It’s Only a White Line Campaign Video: <https://youtu.be/XN-IJsGu1G8>

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*TranStar is a partnership of representatives from the City of Houston, Harris County, the Metropolitan Transit Authority of Harris County and the Texas Department of Transportation who share resources and exchange information under one roof to provide transportation and emergency management services to help keep motorists informed, roadways clear and lives safe in the fourth most populated city in the United States.*