



FOR IMMEDIATE RELEASE
June 18, 2020

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NAPA Leads “Highways Drive America” Campaign

Investing in our nation’s surface transportation will drive our economic recovery from the COVID-19 crisis.

Greenbelt, Md. – [The National Asphalt Pavement Association](#) (NAPA) today announced it is leading 11 member associations of the [Highways Materials Group](#) (HMG) in the launch of “Highways Drive America,” a social media campaign designed to raise awareness about the critical need to fund highway infrastructure as a way to stimulate the nation’s return to work and the economy’s recovery in the wake of COVID-19.

The Highways Drive America campaign raises awareness of the need for highway construction and maintenance funding among key legislators and their staff on Capitol Hill. The campaign reminds us that highways are not just how we’ll get back to work and school, but also how we’ll create new jobs across multiple industries. The campaign uses social media to amplify these messages, calling for increased investment in highways, which will increase job opportunities and economic development in every community and industry across the nation.

“NAPA is proud to be a part of this campaign focused on the critical role that highway construction and maintenance plays in our country’s economy. It’s imperative that Congress adequately fund highway infrastructure,” said Dr. Audrey Copeland, NAPA President and CEO. “Investing in highway construction will not only create opportunities to replace jobs lost during the pandemic but will also act as a major catalyst for economic recovery.”

Safe and well-maintained highways have been integral to battling the COVID-19 pandemic — bringing essential workers to their jobs and moving critical supplies across the country — and they will be essential to bringing Americans back to work and creating new jobs.

Investing in surface transportation is an investment in every industry and community across the nation. For every dollar invested in transportation infrastructure, the U.S. sees \$3.70 in economic growth, according to [a University of Maryland study](#).

The crisis has shown us that America can't function without a safe, reliable, well-maintained surface transportation network. To help kick-start our country's economic recovery post-COVID, Congress must invest in highway infrastructure now.

More resources about Highways Drive America can be found here: HighwaysDriveAmerica.com

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About Highway Materials Group (HMG)

The Highway Materials Group is comprised of 11 national associations, representing companies that provide the construction materials and equipment essential to building America's roads, highways, and bridges. We employ tens of thousands of men and women in well-paying American jobs, and we strongly support increased investment in America's surface transportation network.

About The National Asphalt Pavement Association

The National Asphalt Pavement Association (NAPA) is the only trade association that exclusively represents the interests of the asphalt producer/contractor on the national level with Congress, government agencies, and other national trade and business organizations. NAPA supports an active research program designed to improve the quality of asphalt pavements and paving techniques. The association provides technical, educational, and marketing materials and information to its members; supplies product information to users and specifiers of paving materials; and conducts training courses. The association, which counts more than 1,100 companies as members, was founded in 1955.