



MEDIA INFORMATION

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FOR IMMEDIATE RELEASE

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DRIVE SAFE [CEDAR VALLEY](#) ANNOUNCES NEW CAMPAIGN SPOKESPERSON Waterloo Police Lieutenant Joins [Traffic Safety](#) Awareness Initiative

WATERLOO, IOWA (July 1, 2010) – Drive Safe Cedar Valley, a [traffic safety](#) awareness initiative aimed at saving lives by changing the culture of driving in the Cedar Valley, has announced a new spokesperson to lead public awareness efforts in 2010. [Corbin Payne](#), a lieutenant and Watch I Commander with the Waterloo Police Department, will promote the campaign’s mission and safety messages throughout the [Cedar Valley](#). Payne joins Nick Anderson, a firefighter and paramedic for the Waterloo Fire Department, as a campaign spokesperson.

“The [Drive Safe Cedar Valley](#) campaign is designed to change the culture of driving in the Cedar Valley through safety awareness and advocacy,” said Sandie Greco, Superintendent of Traffic Operations for the City of Waterloo. “Corbin has seen the devastating impact of unsafe [driving](#) in the Cedar Valley up close. His experiences really put the importance of safe driving habits into perspective in our community.”

As a new spokesperson, Payne will help promote and share important safety and accountability messages with the community through public appearances, traditional media outlets and social media, including [Twitter](#), [Facebook](#), [YouTube](#) and the Drive Safe Cedar Valley [blog](#).

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“As a public safety official, the Drive Safe Cedar Valley mission resonates with me because of the unsafe driving consequences I witness while on the job,” said Corbin Payne, Lieutenant and Watch I Commander with the Waterloo Police Department, and spokesperson for Drive Safe Cedar Valley. “By encouraging the community to take ownership of their safety and the safety of others, together we can raise awareness about this program and build support to sustain it into the future.”

Payne has been a member of the Waterloo Police Department since 1996. In addition to managing the day-to-day operations of Watch I Patrol, Payne has also served as a Supervisor of the Citizens Response Unit (CRU) and the Waterloo Police Tactical Unit. Other duties and assignments include Patrol Officer, Drug Crime Unit, Bike Patrol Officer and Investigator with the Tri-County Drug Enforcement Task Force.

About Drive Safe Cedar Valley

Drive Safe Cedar Valley is a public awareness and development program aimed at saving lives by changing the culture of driving in the Cedar Valley. The program, which is a partnership between the City of Waterloo Traffic Operations, the Iowa Department of Transportation (IDOT) and INRCOG, is the first self-sustaining traffic safety awareness program in Iowa. Initially funded by the Iowa Department of Transportation, Waterloo is currently the only city in the state to receive a traffic safety grant for such an initiative. To learn more about Drive Safe Cedar Valley, please visit our blog at www.drivesafecv.com.

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