

For Immediate Release

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***“Georgia Can’t Wait for Freight”
Georgia Transportation Alliance Announces New Education Campaign
to Support Economic Growth in Georgia***

January 23, 2020 (Atlanta, GA) - The Georgia Transportation Alliance has announced a new educational campaign called “Georgia Can’t Wait for Freight” to raise awareness about the nearly 6 million tons of freight carried throughout Georgia each week. This new campaign will highlight the opportunities and challenges for Georgia’s transportation network because of the dramatic freight growth in Georgia’s future.

The “Georgia Can’t Wait for Freight” campaign was announced at the *State of Transportation Reception* in Atlanta, attended by over 400 business leaders and elected officials. The event was hosted by Georgia Transportation Alliance, Georgia Highway Contractors Association, Georgia Construction Aggregate Association and Georgia Ready Mixed Concrete Association, and attended by special guest, Georgia House Speaker, David Ralston, as well as Commissioner Russell McMurry, Senator Brandon Beach, Chairman of the Senate Transportation Committee and more.

“Investing in significant new transportation infrastructure would benefit many of the important industries that make Georgia’s economy strong,” says Seth Millican, Executive Director of the Georgia Transportation Alliance. “Transforming our transportation network would create over \$480 billion in GDP growth for Georgia over the next 30 years and generate up to 425,000 new jobs.”

Recent research shows that 90% of Georgians agree that transportation is important for job growth and economic prosperity. Given that Georgia has the fastest growing port in the country with a projected increase from over 4 million containers annually to over 8 million containers annually by 2028, investment in freight and logistics infrastructure should be a top priority. Further, over 80% of that cargo will travel by truck on Georgia’s highway system. Georgia’s future economic growth is directly tied to transportation infrastructure that allows businesses to get their products to market efficiently and their employees safely to work.

“There is unquestionably a direct correlation between transportation infrastructure and growing Georgia’s economy,” says Senator Brandon Beach, Chairman of the Senate Transportation Committee. “Georgia has an enormous opportunity for big business in freight and logistics that will make our state the capital of the eastern seaboard. Investing in and making transportation a priority right now will only boost Georgia’s economy in the future.”

For more information on the “Georgia Can’t Wait for Freight” campaign, please visit CantWaitForFreight.com.

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