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**\*\*\*MEDIA ADVISORY\*\*\***

**CDOT to Announce Innovative RoadX Bicycle and Pedestrian Challenge**

***Department calls on Coloradans to advance statewide safety and mobility***

**WHO:** The Colorado Department of Transportation (CDOT) invites media to the official launch of the RoadX Bicycle and Pedestrian Challenge at the REVERB Conference presented by the Colorado Innovation Network (COIN) and Sound Ventures. Presented in partnership with Imagine Colorado, the challenge will solicit innovative technological solutions to protect bicyclists and pedestrians in Colorado.

**WHAT:** Approximately 500 Coloradans die in road accidents every year. To tackle this, CDOT launched RoadX: Colorado’s bold commitment to be a national leader in using innovative technology to improve our transportation system. The RoadX Bicycle and Pedestrian Challenge will prompt Coloradans to harness the power of today’s technology and create a new, safer bicycling and pedestrian experience. Any Coloradan can submit an idea, from individuals to teams, classrooms, companies and communities.

**WHEN:** Thursday, November 3, 2016

**WHERE:** REVERB Conference  
 Oxford Hotel Ballroom

9:00 AM – 10:00 AM

Welcome remarks by Governor John Hickenlooper, Ashton Kutcher, Anna Ewing and Chad Hollingsworth

10:30 AM – 10:45 AM

Fireside chat with Mayor Michael B. Hancock and Shailen Bhatt, Executive Director, Colorado Department of Transportation

**INTERVIEW**

**OPPS:** Shailen Bhatt, Executive Director, Colorado Department of Transportation