

SAFETY SENSE

Understanding The Role You Play In Airport Security

(NAPSA)—The Transportation Security Administration has more interaction with the public than almost any other government agency. Two million people a day go through airport security.

To improve security and to help passengers become better prepared for the process, TSA, along with the Ad Council, has developed a new public awareness and education campaign.

The campaign builds upon TSA's ongoing commitment to communicating why certain procedures and requirements are an important part of airport security, including why travelers are asked to remove shoes and coats, limit liquids to 3 ounces and show their IDs.

Campaign Will Aid Travelers During Busiest Travel Times

Public awareness activities will be conducted during the course of the year in conjunction with the nation's busiest travel times: the winter holidays and Memorial Day. The campaign will employ a series of informational videos airing in airports and online, as well as national radio sponsorships and social media strategies in an effort to communicate with the public during these travel periods.

Expansion Of Family/Special Needs Lanes

In conjunction with the launch,



TSA's "why" videos explain why travelers are asked to remove shoes and coats when going through security.

TSA expanded its family/special-needs lane at every checkpoint nationwide, designed to increase convenience for all passengers by consolidating special-needs travelers and providing them the support they need to quickly complete the screening process. Individuals carrying medically necessary liquids, aerosols and gels in excess of 3 ounces can use these lanes. By offering special assistance to these passengers, all passengers will benefit with increased efficiency and a calmer atmosphere.

Visit www.tsa.gov to find travel tips and more answers about airline security.