



NEWS RELEASE

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**IT'S A BIRD, IT'S A PLANE,
IT'S BERT BLYLEVEN — TRAFFIC SAFETY ACTION-MAN!**
Radio Spots Feature Former Twins Star as Crime-Fighting Super Hero

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ST. PAUL — A new Minnesota Department of Public Safety (DPS) Office of Traffic Safety radio campaign stars Bert Blyleven as his alter-ego — *Traffic Safety Action-Man*. In the three 30-second episodes, the hero battles evil traffic safety villains — The Unbuckler, Dr. DWI, and Lector the Texter. Twins broadcaster John Gordon also lends his voice to the series. The spots may be heard at www.dps.state.mn.us/ots, click on “Public Service Announcements,” or at <http://bit.ly/bZL2hJ>.

The campaign was produced and sponsored by DPS, in partnership with the Minnesota Twins. The messages will run on the Treasure Island Baseball Network for the remainder of the season.

Cheri Marti, DPS Office of Traffic Safety director, says the spots were developed to resonate with and entertain Twins fans while communicating primary traffic safety messages — always wear a seat belt, never drive impaired, and pay attention to the task of driving.

“The Minnesota law enforcement community is proud to work alongside *Traffic Safety Action-Man* to prevent unsafe driving behaviors,” says Marti. “The partnership with the Twins is very important to educate fans, and we hope they will embrace these messages to keep Twins Territory roads safe.”

The campaign is an encore role for Blyleven, who performed as *Bert Blyleven, Traffic Safety Private Eye* in a series of 2006 DPS spots that spoofed detective dramas from radio’s Golden Age. These spots may be heard at www.dps.state.mn.us/ots, click on “Public Service Announcements,” or <http://bit.ly/aQm729>.

“The Twins’ priority is our fans, and we are committed to keeping them as safe as we can,” says Kevin Smith, Twins Executive Director of Public Affairs. “It’s important Minnesotans heed the *Action-Man*’s safety messages, or they’ll never find themselves circled by Bert.”

The *Traffic Safety Action-Man* radio campaign is a component of the state’s core traffic safety initiative, *Toward Zero Deaths (TZD)*. TZD focuses on the application of four strategic areas to reduce crashes — education, enforcement, engineering and emergency trauma response. The goal of the program is 400 or fewer deaths by the end of 2010. To-date, there have been 238 traffic deaths in Minnesota.

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Editor’s Note: Download *Traffic Safety Action-Man* radio spots and the 2006 *Traffic Safety Private Eye* spots at <https://mndeptpublicsafety.sharefile.com/d/s31d2731066d4bfa9>