



September 1, 2011

News Release

The Kansas Turnpike Authority has launched a mobile version of its www.ksturnpike.com web site. To make browsing from a phone quicker and easier, the mobile site contains less information than the full web site. Travelers can access information such as tolls, construction and current displays on the Turnpike's Digital Message Signs along I-70 and can also access the full site if they choose. However, are reminded not to use the site while driving.

“We realize that many of our customers access the Internet only from a mobile device today and we wanted to be able to provide them with as good of an experience as what we've tried to do for those looking at the site from a computer,” said Director of Public Relations Lisa Callahan. “The goal with the new mobile site is the same as the majority of our communications efforts: we want travelers to be able to make the best travel decisions as possible prior to getting on the road.”

The Turnpike also provides information to mobile users via Twitter and text messaging alerts. Find access to both of these by visiting www.ksturnpike.com.

The mobile site mimics the look and feel of the Turnpike's main website, which was redesigned and launched in March 2011. KTA staff worked with Lifeboat Creative, Wichita, on the redesign and mobile site.

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For more information, contact:

Lisa Callahan
Director of Public Relations

lcallahan@ksturnpike.com
316-652-2606

www.ksturnpike.com
www.twitter.com/KansasTurnpike