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## Press Release

**Singing Road Gives Drivers a Treat**

**And a Safety Lesson**

**Santa Fe**- Imagine a road that plays a song for you as you drive over it.

It’s called a *Singing Road* and it’s right here in New Mexico, one of few such roads that exist in the world.

Tigress Productions is creating this amazing attraction for a new National Geographic Channel series. The road not only entertains but uses rumble strips to play music and prevent motorists from speeding or falling asleep at the wheel. Drivers can only hear the song if they go the posted speed limit.

“Safety is our number one priority,” said New Mexico Department of Transportation Secretary Tom Church. “Speeding is a factor in too many vehicle crashes in New Mexico. The goal of this experiment is to change driver behavior in a fun way by giving them a reward if they obey the speed limit.”

New Mexico’s Singing Road is an experiment by the National Geographic Channel as part of its new series *Crowd Control* that premieres this November. Hosted by best-selling author Daniel Pink, *Crowd Control* takes to the streets with innovative experiments designed to test and curate social behavior – revealing how and why we behave as we do.

The Singing Road is being constructed on old Route 66, just west of Tijeras.

“This is such a fun and creative way to encourage motorists to slow down and see more of our beautiful state, and it’s wonderful that National Geographic will be here to highlight the process,” said New Mexico Department of Tourism Cabinet Secretary Monique Jacobson. "A singing section of Route 66? Now THAT’S New Mexico True.”

The Singing Road is still under construction, but will be finished soon, ready to give drivers a musical treat as well as a lesson in traffic safety.

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