

FOR IMMEDIATE RELEASE

January 14, 2010

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New Site Dedicated to I70 Traveler

Skiers, sightseers, residents and mountain travelers of all kinds now have an exciting new way of planning and optimizing their next trip along I-70.

GoI70.com is a new website and [mobile phone application](#) dedicated to the I-70 traveler.

“GoI70.com is the single address that you need to plan your next trip to the Colorado high country,” said Tad Kline, TDM Program Manager of the I-70 Mountain Corridor Coalition. “We have gathered together the best highway, weather, snow conditions and local information available and put it on a single web page. You can view current highway speeds, get tips for the best times to travel, or search for anything your heart desires - trailheads, shopping,

parking, lodging, restaurants – anywhere along I-70 mountain corridor.”

The site includes road information from CDOT, Google and from the network of Gol70 Jackrabbits – frequent users of the highway who post updates of current travel conditions. The Jackrabbits are part of the Gol70 social network where travelers can post their first-hand impressions of road conditions and keep up to date about what is going on along the I-70 corridor.

Since going live just before Thanksgiving, Gol70 has had 2300 unique visitors to the website and nearly 100 people follow its tweets daily, getting up to the minute information about changing highway conditions on their mobile phones. The Gol70 social network has drawn notice from Warren Miller Entertainment and the Colorado Snow website, among many others.

The [Gol70.com blog](#) offers detailed travel forecasts for the upcoming weekends and holidays, and tips for the best times to travel along I-70.

Once you are on the road, text alerts on changing road conditions can be sent direct to your phone or you can check <http://gol70.com/mobile> on your smart phone for the latest highway news and current travel speeds.

Visit [Gol70.com](#) and "Know before you go!"

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About I-70 Mountain Corridor Coalition

The coalition was formed through an intergovernmental agreement in January 2004 to address transportation issues in the I-70 mountain corridor, and to respond to CDOT's Draft Programmatic Environmental Impact Statement. The local governments involved in the coalition include Roaring Fork Transportation Authority, the counties of Clear Creek, Eagle, Garfield, Grand, Jefferson and Summit, plus the cities and towns of Aspen, Avon, Breckenridge, Dillon, Empire, Fraser, Frisco, Georgetown, Glenwood Springs, Golden, Grand Lake, Idaho Springs, Leadville, Minturn, Silverthorne, Silver Plume, Vail, and Winter Park. Private partners include Powdr-Copper Mountain, Intrawest Corporation and Vail Resorts, Inc. More information is available at www.i70solutions.org.