



**Corner of US Highway 20 & 27th Street
Bend, OR 97701**

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FOR IMMEDIATE RELEASE

New Traffic Signal To Provide Improved 27th Street Access For Forum Shoppers

Bend, Oregon. July 29, 2005. A new traffic signal on Bend's 27th Street at The Forum Regional Shopping Center will go into service Tuesday, August 2, 2005. The signal, located at the intersection of Mick's Drive, Grand Way and 27th Street, will provide improved access for shoppers entering and exiting The Forum from its eastern boundary. The new signal controls all intersection traffic, including left turns.

To coordinate traffic flow, the new signal is electronically connected to the existing signals at Forum Drive and US Highway 20. The signal is operated by cameras, instead of wire loops embedded in the street surface. This technology is more responsive to actual traffic flow and provides greater reliability in adverse weather, such as when street surfaces are frozen or snow-covered.

The Forum Regional Shopping Center paid for the signal and its installation at a total cost of \$180,000. Once the signal is live, the City of Bend will assume ownership and the Oregon Department of Transportation will manage it.

About The Forum Regional Shopping Center

The Forum Regional Shopping Center is the regional shopping hub for a 31,000 square mile service area and a population of over 250,000 people in Central and Eastern Oregon. Sited at the northwest corner of US Highway 20 East and Bend's 27th Street, The Forum offers 400,000 square feet of retail space and is home to nationally known retailers and respected regional brands.