



February 21, 2014

Contact: Tom DiGiacomo
850.414.4105 Office

**Florida Transportation Commission Applauds Florida Department of
Transportation for Highlighting Pedestrian and Bicycle Safety
During Speedweek in Daytona Beach**

Tallahassee, Fla. – The Florida Transportation Commission (FTC) today applauded the Florida Department of Transportation (FDOT) for their efforts in highlighting pedestrian and bicycle safety during the upcoming Speedweek in Daytona Beach.

“With over 100,000 visitors expected during Speedweek in Daytona Beach and leading into the Daytona 500, pedestrian safety is of paramount importance,” said Ron Howse, Chair of the Florida Transportation Commission. “The Florida Department of Transportation’s public awareness campaign, *‘Alert Today Alive Tomorrow,’* allows for a renewed emphasis in promoting pedestrian and bicycle safety around the track.”

To promote this important message, FDOT is partnering with Florida native Scott Lagasse, Jr. Lagasse will drive the #29 *Alert Today Alive Tomorrow* Toyota Camry in the DRIVE4COPD 300 Nationwide Series race at Daytona International Speedway on Saturday, February 22, 2014.

The National Association for Stock Car Auto Racing (NASCAR), the governing body that sanctions more than 1,200 races in the U.S., Canada, Mexico and Europe including the DRIVE4COPD 300, and the Daytona International Speedway, support the Florida Department of Transportation’s commitment to roadway safety.

Specific tips for reducing pedestrian fatalities include:

- Pedestrians: Always use the crosswalk and look both ways before crossing
- Motorists: Stop before turning right on red and always yield to pedestrians
- Bicyclists: Make yourself visible and always signal your intentions so drivers know what to expect
- Everyone: Pay attention to the road, every trip, every time!

As a result of the 2013 campaign, there were *ZERO* reported pedestrian or bicycle crashes in the area during Speedweek activities.

###

About the Florida Transportation Commission: The mission of the Florida Transportation Commission is to provide leadership in meeting Florida’s transportation needs through policy guidance on issues of statewide importance and by maintaining oversight and public accountability for the Department of Transportation and other statutorily specified transportation authorities. More information may be found at <http://www.ftc.state.fl.us>.