



February 20, 2015

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Media Advisory: FDOT “Alert Today Alive Tomorrow” Media Event

What: FDOT “Alert Today Alive Tomorrow” Media Availability

When: Saturday, February 21, 2015

Time: 1:15 p.m.

Where: Daytona International Speedway – In the NASCAR Media Center

Daytona International Speedway - The Florida Department of Transportation (FDOT) is proud to be the title sponsor for the season-opening, NASCAR XFINITY Series, Alert Today Florida 300, Saturday, February 21, at Daytona International Speedway.

Sponsorship of the Alert Today Florida 300 is part of a statewide effort to increase public awareness about pedestrian and bicycle safety. The key focus is “Every Life Counts.”

To further promote the important messages about pedestrian and bicycle safety, FDOT has continued its partnership with Florida native Scott Lagasse, Jr. Lagasse will drive the No. 19 *Alert Today Alive Tomorrow* Toyota Camry in the Alert Today Florida 300 XFINITY Series opener. Boy Scouts of America is also sponsor of the car.

Those attending Saturday’s media availability are:

- **Mr. Jim Boxold**
Secretary, Florida Department of Transportation
- **Mr. Joie Chitwood**
President, Daytona International Speedway
- **Ms. Noranne Downs**
District Five Secretary, Florida Department of Transportation-East Central Florida Region
- **Mr. Billy Hattaway**
District One Secretary, Florida Department of Transportation/Statewide Pedestrian and Bicycle Safety Champion
- **Mr. Scott Lagasse, Jr.**
Driver/Spokesperson, Team SLR
- **Mr. James Johnson**
CFRE, Boy Scouts of America Team Leader

Immediately following, there will be photo opportunities on location with Scott Lagasse, Jr. and the No. 19 *Alert Today Alive Tomorrow* show car.

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

This partnership increases visibility of the safety campaign. Speedway officials expect more than 100,000 visitors during Speedweeks, and remind everyone to pay special attention around the track. There will be a lot of pedestrian activity. Remember to stay alert because *Safety Doesn't Happen by Accident!*

Specific tips for reducing injuries and 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 ride in the direction of traffic when using the roadway
- Everyone: Pay attention to the road, every trip, every time!

For more information on the ***Alert Today Alive Tomorrow*** campaign or details about the No. 19 NASCAR XFINITY Series, FDOT-sponsored car, please contact Trenda McPherson, 850-414-4025, or trenda.mcpherson@dot.state.fl.us. For media inquiries, call Steve Olson, Public Information Manager, 386-479-1252, steve.olson@dot.state.fl.us.

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