



Florida Department of Transportation

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For Immediate Release

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FDOT to Host Virtual Kick-Off Meeting for the “Alert Today, Alive Tomorrow” Campaign

MIAMI, Fla. – The Florida Department of Transportation (FDOT) will host a virtual kick-off meeting for the launch of the 2023 “Alert Today, Alive Tomorrow” campaign. The meeting aims to raise campaign awareness, educate our community and partners, and foster a culture of safety for pedestrians and cyclists throughout our community. The meeting will be held virtually on **Wednesday, July 19, 2023, at 11 a.m.** Participate and become safety advocates!

Persons wishing to attend can register using the following link:

<https://attendee.gotowebinar.com/register/3481966840465413465>. Participants can also call in by dialing +1 (866) 901-6455; Access Code: 179-694-517.

The “Alert Today, Alive Tomorrow” campaign is an initiative organized by FDOT in collaboration with local authorities, community leaders, and safety advocates. The campaign’s collective goal is to promote a safer environment for pedestrians and cyclists and reduce the number of accidents on our roadways.

At the meeting, participants will learn about the “Alert Today, Alive Tomorrow” campaign and get access to various campaign resources to help spread the word and make our communities safer.

For more information about the meeting or campaign, please contact Community Safety Traffic Specialist, Shieda Castillo, at (305) 470-5313 or via email at Shieda.Castillo@dot.state.fl.us or Community Outreach Specialist, Yaisel Gonzalez, at (305) 640-8122 or via email at yaisel@iscprgroup.com.

FDOT encourages public participation without regard to race, color, national origin, age, sex, religion, disability, or family status. Persons who need special assistance under the Americans with Disabilities Act of 1990, or who need translation services (free of charge), should contact Tish Burgher at (305) 470-5277 or in writing at FDOT, 1000 NW 111 Avenue, Miami, FL 33172 or by email at: Tish.Burgher@dot.state.fl.us at least five (5) days prior to the meeting.

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Florida's residents and visitors, but also enhances mobility throughout the state to accommodate its consistent and rapid growth. The unique nature of the Sunshine State and its year-round warm climate provides numerous opportunities to achieve the department's mission through multiple transportation modes including highways/streets, air, rail, sea, spaceports, transit, and the ever-expanding deployment of bicycle & pedestrian facilities