



Florida Department of Transportation

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FOR IMMEDIATE RELEASE
MONDAY, JUNE 9, 2008

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FDOT TO KICK-OFF “GUARD YOUR LIFE – DRIVE ALERT ON I-75” SAFETY CAMPAIGN

TAMPA – The Florida Department of Transportation (FDOT) will hold a press conference on Friday, June 13, 2008 at 10:00 a.m. at the Roadmasters Driving School of Tampa (located at the Florida State Fairgrounds) to launch a new safety campaign aimed at reducing deaths and crashes on Interstate 75. The safety campaign is “GUARD YOUR LIFE – DRIVE ALERT ON I-75.” The safety campaign coincides with a construction project to add guardrail on I-75 from CR 577 to the Pasco/Hernando County Line and from north of SR 50 to the Hernando/Sumter County Line.

District Seven Secretary of Transportation Don Skelton said, “FDOT is putting in guardrails along the medians of I-75 in Hillsborough, Pasco, and Hernando counties in an effort to reduce head-on crashes. The goal is to make I-75 a safer corridor for everyone.”

From January 2004 through May 2007, there were a total of 4,702 crashes with 3,160 injuries and 66 fatalities that occurred on I-75 from Hillsborough/Manatee to Hernando/Sumter counties. Out of these crashes there were 36 head-on collisions resulting in one fatality and 26 injuries. “Installing the guardrails will significantly reduce the risk of becoming a statistic, but it’s the safety campaign that will bring awareness to the situation and help save lives,” stated Secretary Skelton. “Drivers have to be ALERT and RESPONSIBLE when they climb behind the wheel,” said Skelton.

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FDOT is teaming up with the Florida Trucking Association to spread the word about “GUARD YOUR LIFE – DRIVE ALERT ON I-75.” Mary Lou Rajchel, President & CEO of the Florida Trucking Association, said, "We are pleased to partner with FDOT on a campaign that encourages the trucking industry and all motorists to make driving on I-75 safer for everyone."

The FDOT uses a “3-E approach” when it comes to safety campaigns. The three “E’s” include: engineering, education, and enforcement. Public Service Announcements touting the new safety campaign will begin airing on radio and television stations. Posters are being distributed throughout the bay area where the safety message will be displayed and bumper stickers will be available at government offices to promote the safety campaign. The FDOT is also working with the Florida Highway Patrol for increased enforcement along I-75.

For more information on the FDOT “GUARD YOUR LIFE – DRIVE ALERT ON I-75” safety campaign, please visit: www.drivealert75.com.

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