

Electra Theodorides-Bustle  
Executive Director

2900 Apalachee Parkway  
Tallahassee, Florida 32399-0500  
www.flhsmv.gov



**Charlie Crist**  
Governor

**Bill McCollum**  
Attorney General

**Alex Sink**  
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Contact: Capt. Mark Welch  
(850) 617-2301

## Media Advisory

### Area Motorcyclists Gather During Life-Saving Visibility Campaign

**Miami, Fla.** – Please join the Department of Highway Safety and Motor Vehicles as they gather with local motorcyclists in support of the new motorcycle education campaign which addresses “Motorcycle Conspicuity.” Research suggests that motorcyclists who make themselves more visible, or “conspicuous,” are less likely to have their right-of-way violated by other vehicles on the roadways.

This statewide initiative, which runs through September, focuses on promoting motorcycle visibility and safety in an effort to reduce fatalities on Florida’s roadways. For the Department, the safety of Florida citizens is a top priority. The Department is committed to protecting all drivers and riders.

**WHAT:** This statewide conspicuity campaign promotes motorcycle awareness and safety. In an effort to save lives, motorcyclists are encouraged to make themselves more visible or “conspicuous” when traveling on the roadways.

**WHEN:** Sunday, August 31, 2008 at 12:30 p.m.

**WHERE:** American Legion  
16401 Southwest 90<sup>th</sup> Avenue  
Miami, FL

**WHO:** Department of Highway Safety and Motor Vehicles (DHSMV)  
Florida Rider Training Program (FRTP)  
Florida Department of Transportation (FDOT)

**Representatives available for comment:**

Louie P. Kyler, Program Manager for Florida Rider Training Program  
Florida Highway Patrol representative

For more information or online documents visit [www.RideProudDressLoud.com](http://www.RideProudDressLoud.com).