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For Immediate Release  
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## Media Advisory

### Area Motorcyclists Gather for Life-Saving Campaign

**TALLAHASSEE** – Now that summer is here, expect to see even more motorcycle riders on Florida roads and highways. As usual, all drivers of all vehicles need to be alert.

For the Department of Highway Safety and Motor Vehicles, the safety of our citizens is a top priority. The Department is committed to protecting all drivers and riders. One way to do that is through education.

Please join the Department with its partners as it announces a new motorcycle education campaign that deals with 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.

**WHAT:** Launch of the new statewide conspicuity campaign promoting 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:** Monday, July 14, 2008 at 11 a.m.

**WHERE:** Capitol Courtyard  
400 S Monroe St # B06  
Tallahassee, FL 32399

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

**Speakers:** Electra Theodorides-Bustle, Executive Director for DHSMV  
Colonel John Czernis, Director for Florida Highway Patrol

For more information or online documents visit [www.RideProudDressLoud.com](http://www.RideProudDressLoud.com). Motorcycle “follow-alongs” upon request.