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Media Advisory

Area Motorcyclists Gather During Life-Saving Visibility Campaign

Panama City, 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: Thursday, September 25, 2008 at 11 a.m.

WHERE: Shoppes at Edgewater
On corner of Beckrich and Front Beach Rd
Panama City, FL

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

Representatives available for comment:

Ray Zurenda, Florida Rider Training Program
Florida Highway Patrol representative

For more information or online documents visit www.RideProudDressLoud.com.