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GIVE OTHERS A BRAKE - SHARE THE ROAD

~ Drive with courtesy ~

TALLAHASSEE – The Florida Department of Highway Safety and Motor Vehicles is kicking off a public awareness campaign, called *Share the Road*, to remind motorists to use courtesy when driving and to watch out for pedestrians, bicyclists and motorcyclists. After all, the road belongs to everyone.

“Florida’s roadways are busy with more than 18 million residents and approximately 88 million visitors each year,” said Electra Theodorides-Bustle, executive director of the Department of Highway Safety and Motor Vehicles. “As more of us explore cost-saving and environmental-conscious commute options, it is important that we are aware and considerate to everyone on the road. *Share the Road* is a basic reminder of driver courtesy and safety.”

At any given time, Florida hosts millions of passenger cars and trucks, thousands of buses hauling children and groups of adult workers and visitors, thousands of large commercial trucks and trailers hauling heavy loads of products; thousands of motorcycles that are difficult to see at times, and hundreds of bicyclists who use our state's roadways for transportation or recreation and pedestrians who walk on and across streets and roadways.



“No single motorist or group of motorists has an inherent right to use the road more than any other individual or group,” said Director of the Florida Highway Patrol, Colonel John Czernis. “The laws apply to everyone on the road, regardless of whether you are driving, walking or peddling. *Share the Road* promotes safe driving habits, showing courtesy to others and taking proactive steps toward personal safety and that of others on the road.”

The Department of Highway Safety and Motor Vehicles developed the campaign using federal grant funds provided through the Florida Department of Transportation. *Share the Road* uses radio public service announcements, posters, flyers and bumper stickers to drive the message to motorists to *Give others a brake. Share the Road*. This is a great example of state agencies partnering to serve Floridians. Visit our www.flhsmv.gov/SafetyTips/ to access and download campaign materials.

The Florida Department of Highway Safety and Motor Vehicles is charged with the mission of *providing highway safety and security through excellence in service, education and enforcement*. The Department is leading the way to a *Safer Florida* by way of three major components: driver licenses, vehicle tags and titles and the Florida Highway Patrol. To learn more about DHSMV and the services offered, visit www.flhsmv.gov.

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