



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Florida Department of Transportation to Sponsor NASCAR XFINITY Series Season Opener at Daytona

~120-Lap, 300-Mile Event to Be Named the Alert Today Florida 300~

DAYTONA BEACH, Fla. – To promote the important messages of pedestrian and bike safety throughout the Sunshine State, the Florida Department of Transportation (FDOT) will serve as the title sponsor of the prestigious season-opening NASCAR XFINITY Series race on Saturday, Feb. 21 at Daytona International Speedway. The 120-lap, 300-mile race will be known as the Alert Today Florida 300.

The partnership will increase the visibility of the safety campaign – Alert Today Alive Tomorrow – which is designed to raise public awareness of pedestrian and bicycle safety in the state of Florida.

“We’re excited about forming this partnership with the Florida Department of Transportation to promote pedestrian and bicycle safety,” Daytona International Speedway President Joie Chitwood III said. “Daytona International Speedway provides an excellent platform to assist the FDOT in spreading the important message of roadway safety.”

In addition to the entitlement, FDOT is partnering with Florida native Scott Lagasse Jr., who will drive the No. 33 Alert Today Alive Tomorrow Boy Scouts of America car in the event.

“Pedestrian and bicycle safety are my highest priorities.” FDOT Secretary Ananth Prasad said. “Alert Today Alive Tomorrow is a multi-pronged approach that includes

education, engineering, enforcement and emergency response, that is improving safety for pedestrians, bicyclists, and motorists in Florida.”

Specific tips for reducing pedestrian fatalities that are promoted through the Alert Today Alive Tomorrow campaign include:

- **Pedestrians:** Always use the crosswalk and look both ways before crossing
- **Motorists:** Stop before turning right on red and always yield to pedestrians
- **Bicyclists:** Make yourself visible and always signal your intentions so drivers know what to expect
- **Everyone:** Pay attention to the road, every trip, every time!

For more information on the Alert Today Alive Tomorrow campaign, visit

www.alerttodayflorida.com

Fans can follow NASCAR on [Twitter](#) and stay up to speed on the latest news by using hashtag #DAYTONA500, #ALERTTODAYFLORIDA300 and #SPEEDWEEKS. Fans can also stay connected with Daytona International Speedway on [Twitter](#), [Facebook](#) and [Pinterest](#) for the latest news all season long. Fans can follow the latest on DAYTONA Rising, the \$400 million frontstretch renovation at the “World Center of Racing” by using #DAYTONARising on Twitter or visiting www.daytonarising.com.



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