FOR IMMEDIATE RELEASE
DATE: February 13, 2015

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HHP to promote “Alert Today Alive Tomorrow” campaign at 2015 Daytona 500

GAINESVILLE, FL — John Egberts, associate director of the Florida Traffic and Bicycle Safety Education Program (FTBSEP) with the College of Health and Human Performance, will be assisting the Florida Department of Transportation with the “Alert Today Alive Tomorrow” safety program at the Daytona International Speedway on Saturday, February 21, 2015.

“Alert Today Alive Tomorrow” is a statewide safety program to raise public awareness about pedestrian and bicycle safety. The program will promote safety messages at Speed Weeks, a series of racing events that lead up to the Daytona 500. The safety messages hope to influence pedestrians to always use crosswalks or cross at intersection, for bicyclists to make themselves visible, and for drivers to avoid distractions and stop before turning right on red.

The University of Florida College of Health and Human Performance is unlike most academic colleges. Research and teaching in HHP has an impact on almost every aspect of the human condition. The college’s three centers – the Center for Digital Health and Wellness, Center for Exercise Science, and the Eric Friedheim Tourism Institute – as well as its three primary departments – Applied Physiology and Kinesiology (APK), Health Education and Behavior (HEB), and Tourism Recreation and Sport Management (TRSM) – place the college firmly in a position to influence and improve an array of societal problems and challenges.

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