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BUCCANEERS PARTNER WITH FLORIDA DEPARTMENT OF TRANSPORTATION TO PROMOTE ALERT TODAY FLORIDA PROGRAM *Organizations Celebrate Partnership with Buccaneers Academy Backpack Caravan Donation*

The Tampa Bay Buccaneers announced today their partnership with Alert Today Florida, a Florida Department of Transportation (FDOT) initiative that is centered on using a unified, comprehensive approach to improve pedestrian and bicycle safety through leadership, innovation and program delivery.

As part of the partnership, the Buccaneers and Alert Today Florida will use various programs and messaging systems to engage a wide-ranging audience with the goal of fostering a better understanding of the issues surrounding pedestrian and bicyclist safety in the Bay Area community.

"We are thrilled to welcome the Florida Department of Transportation's Alert Today Florida program as our newest partner," said Buccaneers Chief Operating Officer Brian Ford. "We look forward to working with Alert Today Florida to increase awareness and promote pedestrian and bicycle safety to Bucs fans through gameday activation and community efforts such as the Buccaneers Academy Backpack Caravan."

"Whether you walk, bike or drive, it is our mission to help you get to your destination safely," said FDOT Secretary Jim Boxold. "I want to thank the Tampa Bay Buccaneers for their partnership with Alert Today Florida. This gives us another opportunity to emphasize the value of pedestrian and bicycle safety, because *Every Life Counts*."

The Buccaneers and the FDOT are committed to grassroots efforts in the community. To celebrate the beginning of the new partnership, Alert Today Florida donated more than 11,000 backpacks towards last week's **Buccaneers Academy Backpack Caravan**. Throughout the day, the 24 Buccaneers Academy schools in Hillsborough County were visited by representatives from the Tampa Bay Buccaneers who delivered much-needed backpacks to students at each of the Buccaneers Academies around the Bay Area.

About Alert Today Florida:

The Florida Department of Transportation established a focused initiative to improve pedestrian and bicyclist safety in November of 2011. The goal of the program, branded "Alert Today Florida" in June 2012, is to improve the safety of pedestrians and bicyclists by reducing pedestrian and bicycle related crashes, injuries, and fatalities. This comprehensive, coordinated effort includes increasing awareness of traffic laws pertaining to pedestrians and bicyclists; providing safety education and information; promoting high visibility enforcement of motorists, pedestrians, and bicyclists; implementing engineering countermeasures to provide safe and accessible travel

options for pedestrians and bicyclists; and partnering with emergency responders to improve responses to pedestrian and bicyclist crashes.

About Buccaneers Academies:

The Buccaneers Academy program is the team's commitment to supporting generations of youth in the Bay Area. Through interactive and innovative classroom programming, the team supports 24 Hillsborough County Public Schools, with more than 14,000 students, and 1,000 teachers. In addition to the educational curricula, each Academy receives a Tampa Bay Buccaneers-themed covered play court to provide children the ability to play outdoors without risking overexposure to the sun. For more information about the Buccaneers Academy program, visit www.buccaneers.com/community.

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