



NEWS RELEASE



Florida Public Transportation Association Launches “IM4Transit.org” Campaign

Kickoff Luncheon in Ft. Lauderdale Jan. 12 Features Six Florida Transit CEO’s plus an All Star Cast of National Transit Leaders

TALLAHASSEE, FL – January 10, 2011 – The public transportation community is gathering in Ft. Lauderdale on Wednesday to help launch IM4Transit.org, a campaign of the Florida Public Transportation Association (FPTA) to build a community of at least 100,000 pro-transit Floridians.

The kickoff luncheon features a panel discussion by all four South Florida transit CEO’s plus remarks from transit experts from Los Angeles to Washington DC. WTSinternational.org is hosting the luncheon where FPTA is providing the programming. Speakers include:

Anthony Beckford: Chair FPTA, CEO Sarasota Transit

Harpal Kapoor: Miami-Dade Transit CEO

Tim Garling: Broward County Transit CEO

Chuck Cohen: PalmTran CEO

Joe Giulietti: Tri-Rail CEO

John Lewis: CEO Lynx

Art Guzzetti: APTA Vice President - Policy. Washington DC

Thomas Hart: U.S. High Speed Rail Association VP and General Counsel - Washington DC

Michael Stepp: Transportation 4 America - Washington DC (1)

Brad Ashwell: Florida Public Interest Research Group, Legislative Advocate – Tallahassee.

Carla Coleman: Urban Land Institute, Executive Director - ULI SE Florida/Caribbean.

Marti Daltry: Sierra Club's Florida Green Transportation Campaign.

Brian Sullivan: Tectrans, Chief Marketing Officer – Los Angeles

Wes Watson, Executive Director of the FPTA, said, “This is a Friend-raising campaign. The great majority of Floridians already agree that transit makes good sense. We invite these folks to visit www.IM4Transit.org and get involved in the effort to advance public transit in Florida”.

The Florida Public Transportation Association is a nonprofit association whose members include every major public transit agency in Florida, as well as interested citizens and businesses. The FPTA acts as a collective voice in promoting the recognition, use, expansion and enhancement of public transportation in the state of Florida. The transit industry in Florida employs tens of thousands of Floridians, transports about 262 million riders a year, and creates billions of dollars per year in annual economic activity.

For more information visit www.IM4Transit.org

Contact [Denise Eirikis](mailto:Denise.Eirikis@fpta.org) at 561-798-9633