



## NEWS RELEASE



### Florida Public Transportation Association Chooses New Logo

TALLAHASSEE, FL – November 8, 2011 – The Florida Public Transportation Association (FPTA) congratulates Gail Contino of Miami for the association’s statewide transit logo contest. The Board of the FPTA has voted to officially adopt her winning design.

Wes Watson, Executive Director of the FPTA, said, “This is part of FPTA’s efforts to reach out to young people and to get them familiar with the many benefits of public transit. As you can see on the above header, the new logo fits in perfectly with FPTA branding and we are delighted that so many art students from Florida colleges and universities decided to participate in this contest.

Karen Deigl, President/CEO at Senior Resource Association of Indian River County (which operates GoLine) chaired the logo selection committee. She said, “Our judges included transit folks, a president of a PR firm, and graphic artists. I was pleased to have a unanimous vote for the one logo chosen out of the all the entries submitted and a clear consensus for the minor changes we made to the winning logo. I am hopeful the Board will allow the process to work as proposed.

Gail Cotino is an undergraduate studying at the Miami Ad School. She won a check for \$1,000 and the school was recognized for promoting the contest.

Public Transportation benefits all Floridians because it creates jobs, gets people to work, it's green, important to our Florida's tourism industry, provides an alternative to traffic congestion, and helps America's energy independence. Most trips on transit are taken to and from jobs.

The Florida Public Transportation Association is a nonprofit association whose members include all 31 public transit agencies 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 [FloridaTransit.org](http://FloridaTransit.org)

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