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**\*MEDIA ALERT\***

**Osceola County and City of Kissimmee launch Best Foot Forward initiative to address rising trend in pedestrian injuries and fatalities**

- WHAT:** Official launch ceremony and press conference to kick-off Best Foot Forward initiative in Osceola County
- WHEN:** Monday, October 30, 2017, at 11 a.m.
- WHERE:** Osceola County Commission Chambers, 1 Courthouse Square, Kissimmee, FL
- WHO:** Partners and participants in the Kissimmee/Osceola County *Best Foot Forward* coalition launch ceremony include: Osceola County Commissioner Cheryl Grieb, Kissimmee Mayor Jose Alvarez, School District of Osceola County Superintendent Dr. Debra Pace, Kissimmee Police Chief Jeff O'Dell, Osceola County Sheriff Russell Gibson, MetroPlan Orlando Executive Director Harry Barley, LYNX CEO Edward Johnson, Florida Department of Health in Osceola County Nursing Program Specialist Linda Clarke, and Bike/Walk Central Florida Executive Director Amanda Day.
- WHY:** The Orlando-Kissimmee-Sanford (Metro Orlando metropolitan statistical area) has ranked as one of the most dangerous regions in the nation for pedestrian deaths and injuries for the last ten years.
- Last year in Osceola County, 148 pedestrians were injured and 19 were killed in crashes, a 30 percent increase from 2014 to 2016, as reported by the Florida Department of Highway Safety and Motor Vehicles.
- OTHER:** Hear what steps community leaders are taking to address the pedestrian fatality and injury epidemic in Osceola County. Best Foot Forward uses a "Triple-E" behavioral change process that seeks to improve pedestrian safety through engineering enhancements, community education, and high-visibility enforcement.

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