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**FOR IMMEDIATE RELEASE**

**\*MEDIA ALERT/PHOTO OPP\***

## **Osceola County is Cracking Down at Crosswalks for Inaugural Operation Best Foot Forward** **April 18 Operation BFF urges drivers to yield for people in crosswalks**

**WHAT:** After three months of warnings, Osceola County and cities are now issuing tickets for drivers who fail to yield to people in crosswalks. *Operation Best Foot Forward* is a high-visibility, dual-enforcement action to remind drivers about [Florida's driver yield law](#). Undercover, plain-clothed officers cross the street at marked crosswalks, giving motorists enough time to yield. Motorists who fail to yield will be issued a warning or a ticket, the latter costing them \$166 and three points on their license. **To date, more than 165 warnings have been issued** by the Kissimmee Police Department, St. Cloud Police Department and Osceola County Sheriff's Office.

The Florida Department of Highway Safety reported 132 pedestrian crashes and 13 fatalities in Osceola County in 2017, making it one of the most dangerous years on record for people just trying to cross the street. Factors such as population growth, distracted driving and more vehicles on Central Florida roads are contributing to this grim trend.

**WHEN: Wednesday, April 18.** Media are invited to *Operation Best Foot Forward* and will have the opportunity to speak to drivers, police officers and pedestrians at the crosswalks noted below. Media are also invited to schedule pre-interviews in Orlando or Osceola County by contacting [dloew@daycommunications.com](mailto:dloew@daycommunications.com).

### **WHERE:**

<u>Crosswalk</u>	<u>Approximate Start Time:</u>	<u>Agency enforcing</u>
W. Donegan Ave. & Coral Ave.	8:30 a.m.	Osceola County Sheriff's Office
N. Thacker Ave. & Kissimmee Trail (2310 N. Thacker Ave.)	9 – 11 a.m.	Kissimmee Police Department
Hoagland Blvd. & Hideaway Bay	11:30 a.m. – 1 p.m.	Kissimmee Police Department
Lakeshore Blvd. & Michigan Ave.	TIME TBD	St. Cloud Police Department
<b>Other crosswalks to be determined</b>		

### **INTERVIEWS:**

- Kissimmee Police, St. Cloud Police and Osceola Sheriff's officers taking part in the enforcement
- Best Foot Forward's Executive Director, Amanda Day
- County and City officials
- Drivers in the area
- People walking in the area

**For more information on *Operation Best Foot Forward*, please contact Barbara Giles or visit <http://www.iyield4peds.org/>.**