

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

June 2014

Florida Department of Transportation Launches New Roadside Litter Prevention Education Media Campaign

The Florida Department of Transportation (FDOT) unveiled the state's official **Roadside Litter Prevention Education (RLPE) Media Campaign**, which aims to reduce the incidence of littering on Florida highways, promote pride in the beauty of Florida's landscapes and educate Florida motorists about the dangers and hazards of roadside litter. This new campaign was officially unveiled in the State Capitol Courtyard with a host of athletes and partners.

Built around the theme, "DRIVE IT HOME . . . KEEP OUR PARADISE LITTER-FREESM," the campaign enlists professional and amateur athletes from a variety of sports, who will appear in television and radio public service announcements, on print ads, outdoor billboards and in public appearances. Participating in the unveiling were professional football players representing all three of the National Football League franchises in Florida: **Johnathan Cyprien**, Safety, Jacksonville Jaguars; **Brian Hartline**, Wide Receiver, Miami Dolphins; and **Mike James**, Running Back, Tampa Bay Buccaneers. In addition, NASCAR Racer **Scott Lagasse Jr.**, and PGA Tour Champion, **Kenny Knox** have also signed on with the campaign's initiative and took part in the opening ceremonial event.

"Florida is an exceptionally beautiful part of our country, but that beauty is marred by thoughtless and careless highway littering. We intend to change that with the DRIVE IT HOME . . . KEEP OUR PARADISE LITTER-FREESM campaign," said Ananth Prasad, P.E., Secretary of FDOT. "Sports figures are influential role models. We hope, through this campaign, to use their influence to reduce highway littering."

Prasad was joined by **Lt. Gov. Carlos Lopez-Cantera**, **Dr. John H. Armstrong**, Surgeon General, **Herschel T. Vinyard Jr.**, Secretary of the Florida Department of Environmental Protection, and **David Hawk**, Chief Operating Officer for the Federal Highway Administration.

"Litter diminishes the aesthetics of the streets, roads and highways throughout the State of Florida," added **Tim Lattner**, P.E., Director of Maintenance and the Chair of the FDOTeam Litter Prevention Education Committee. "It is not only distracting to the public, but it adversely affects the safety of drivers, pedestrians

problem, in fact, two in five Americans admit to littering in the past month. In addition, half of all littering is unintentional, as in unsecured trash flying out of truck beds. Nationally, more than 25,000 accidents are caused by vehicle-related road debris each year in the U.S.



Special guests that participated in the Florida Department of Transportation's Roadside Litter Prevention Education Media Campaign's unveiling were (left to right): Herschel T. Vinyard Jr., Secretary, Florida Department of Environmental Protection; Johnathan Cyprien, Safety, Jacksonville Jaguars; Dr. John H. Armstrong, Surgeon General, Florida Department of Health; Ananth Prasad, P.E., Secretary, Florida Department of Transportation; Carlos Lopez-Cantera, Lt. Governor, State of Florida; Scott Lagasse Jr., NASCAR Driver; Kenny Knox, PGA Tour Champion; Mike James, Running Back, Tampa Bay Buccaneers; David Hawk, Chief Operating Officer, Federal Highway Administration; and Tim Lattner, P.E., Director of Maintenance and FDOTeam Litter Committee Chairman, Florida Department of Transportation.

and bicyclists, as well. We look forward to making a difference."

Lt. Gov. Carlos Lopez-Cantera read a proclamation declaring it Florida's "Drive It Home, Keep Our Paradise Litter-Free" Day.

"Florida is a beautiful state and this campaign will just strengthen our efforts to keep our paradise litter-free," said Lieutenant Governor Lopez-Cantera. "Let's continue to 'drive our litter home' and keep Florida's roads clean."

Although people think of litter as someone else's

Litter takes a variety of forms, the three top items littered, according to a University of Florida poll are paper (22%), cigarette butts (18%), and fast food waste (6%).

"The Department of Health enthusiastically supports the Roadside Litter Prevention Campaign," said State Surgeon General and Secretary of Health **Dr. John Armstrong**. "This effort not only emphasizes the importance of clean spaces for safe driving, it highlights the opportunity we all have to reduce roadside trash by making healthier choices."

The three-year campaign will seek to educate Floridians and visitors on litter issues and change their behavior by leveraging the influence of athletes portrayed in a high-visibility multi-media campaign with television, radio and outdoor advertising components, as well as community events. The primary audience focus for the campaign will include driving motorists between the ages of 15 – 35.

More information about DRIVE IT HOME . . . KEEP OUR PARADISE LITTER FREESM has been developed and placed on the campaign's website CleanFLroads.com. In addition, social media sites @ CleanFLroads have been created on Facebook, Twitter and Instagram.

Sonshine Communications of Miami is the prime agency selected to work with partner agencies Sachs Media Group, Cunningham Group, Inc., and The Hinkley Center for Solid and Hazardous Waste under the direction of FDOT for this statewide effort.



Black PR Wire, Inc. is a premier news distribution service center that delivers to the very core and pulse of the Black community. The company holds a comprehensive listing of over 1,200 Black-owned

publications and media, as well as provides services to social service and grassroots organizations and influential leaders throughout the United States and the Caribbean. Plus, we provide our services in

English and Creole. To find out more about Black PR Wire, Inc., call us toll free at 1-877-BlackPR or visit the website at: WWW.BLACKPRWIRE.COM.

POWER PROFILER: CHARLES R. ROBINSON

Charles R. Robinson is a man of many talents – a doting father, a role model, and an emerging young entrepreneur achieving national recognition in a variety of industries. It is fitting that Black PR Wire profiles Robinson in recognition of Father's Day.

Born in Miami and raised in Atlanta, Robinson realized from a young age that he was an entrepreneur at heart. "By the time I was 11 years old, I was running my own businesses cutting grass and washing cars," says Robinson. The consummate professional, Robinson attended Franklin University in Columbus, Ohio where he majored in marketing and business administration.

"After spending some time in corporate America, I realized that no one was going to pay me what I was worth, so once again, I went

into business for myself." With that vision in mind, Robinson formed the motivational firm, Focused Individuals Inspiring Tomorrow, in 2005.

"In late 2010, I wanted to start building branding around myself, so I changed the company name to Charles R. Robinson & Associates. Our services now include life coaching, motivational speaking, business training, fashion consulting, real estate and motivational book publishing," says Robinson. "My vision for the next 10 years is to continue growing the brand and to promote our realty and luxury/concierge services, in particular. I also want to become a household name for motivational speaking." His latest project is a partnership with Tiffany Chimere, a luxury line of women's custom high heel shoes and accessories.



While Robinson resides in Atlanta, he also manages operations of

Charles R. Robinson & Associates out of its Fort Lauderdale, Florida headquarters. "I do a decent amount of motivational speaking for youth and church groups, as well as marketing and sales talks for businesses," he says. "I encourage people to pursue their passions and do what they are gifted to do on this earth." He has also authored the inspirational books *Surviving is for Suckers*, *The True Definition of Entrepreneurship*, and *The Takeover – Believers Stand Up!*

"If I had to summarize my personal motto for success, it would be to never give up; persistence pays off. Also, the more educated you are, the more dangerous you are – in a good way."

For more information about Charles R. Robinson & Associates, visit www.charlesrobinson.com.

Calendar of Events

This section is designed to keep you in the know and on the go. Check out some of the latest happenings in Black communities throughout the country in the month of June.

Brooklyn International Film Festival
5/30/14-6/8/14
Brooklyn, NY
www.wbff.org

San Francisco Black Film Festival
6/12/14-6/15/14
San Francisco, CA
www.sfbff.org

Juneteenth
6/19/14
Various Cities
www.juneteenth.com

Healdsburg Jazz Festival
5/30/14-6/8/14
Healdsburg, CA
www.healdsburgjazzfestival.org

Chicago Blues Festival
6/13/14-6/15/14
Chicago, IL
www.chicagobluesfestival.us

American Black Film Festival
6/19/14-6/22/14
New York, NY
www.abff.com

Capital Jazz Fest
6/6/14-6/8/14
Columbia, MD
www.capitaljazz.com

Real Men Cook Fathers Day
6/15/14
Chicago, Atlanta
www.realmencook.com

Atlanta Africana Restaurant Week
6/22/14- 6/28/14
Atlanta, GA
www.africanarestaurantweek.com

For a complete listing of events, please visit www.blackprwire.com

OUR TEAM

Bernadette A. Morris
President/CEO
bmorris@blackprwire.com

Ricardo F. Reyes
AVP/Creative Director
reyes@blackprwire.com

Tanisha Coleman
Marketing Manager
tcoleman@blackprwire.com

Vanessa Loy
Newsroom Manager
vloy@blackprwire.com

Teodoras Vitkauskas
Webmaster
tvitkauskas@blackprwire.com

Erica Brown
Graphic Designer
ebrown@blackprwire.com



BPRW ALLIANCES

Black PR Wire has several alliances and strategic partnerships with wire services and national organizations. They include:

