

**RIDE WITH**  
**FL511**  
**COLLEGIATE**  
**SOCIAL MEDIA CHALLENGE**

**FLORIDA**

**511**<sup>TM</sup>

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## ABOUT FL511

The Florida Department of Transportation's (FDOT) Florida 511 (FL511) Advanced Traveler Information System (ATIS) is the state's official source for traffic and travel information. It provides current road and travel conditions in Florida, so drivers can make choices about their travel plans. The service includes a website in English and Spanish, mobile app, Twitter messages, text alerts, and more. FL511 also provides camera views on major Florida roads, so users can see road conditions throughout the state. The goal is to increase driving safety and reduce travel time.

Before heading out, drivers should check the interactive road map on FL511.com for important traffic information and incident alerts. Once on the road, have a passenger check to avoid using a phone while behind the wheel. Passengers can also view roadway camera snapshots showing current driving conditions on their route. The FL511 mobile app, available from the Apple App Store or Google Play, features an interactive map showing traffic congestion and incidents and camera snapshots on roads around the user's location.

The FL511 App, website, and Twitter feeds provide information on Florida's interstates, toll roads and other major metropolitan roadways, allowing drivers to avoid unnecessary delays, as well as receive updates on accidents, congestion, construction and more. Travelers can follow FL511 on 13 Twitter handles, on Facebook @FL511, and Instagram @Florida\_511. For more information, visit the website at [www.FL511.com](http://www.FL511.com).



FL511.COM



MOBILE APPS



ALERTS



#FL511



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## RIDE WITH FL511 COLLEGIATE SOCIAL MEDIA CHALLENGE

In celebration of Black History Month, the Florida Department of Transportation's (FDOT) Florida 511 (FL511) Advanced Traveler Information System (ATIS) has teamed up with Black PR Wire, Inc. to present the Ride with FL511 Collegiate Social Media Challenge.

This Social Media Challenge is open to all sanctioned Clubs and Greek organizations of an accredited College or University in the state of Florida.

Winners will receive gift card prizes, courtesy of Black PR Wire, Inc. Here's your opportunity to have some fun and share how you "Ride with FL511!"

## ABOUT THE CHALLENGE:

Ride with FL511 Collegiate Social Media Challenge is a fun way for college students to express (while not on the road) how they have used FL511 while traveling on Florida's roads. The students will also be able to share how the history of transportation and the use of FL511 are beneficial to them.



Entries submitted must be original and authentic. Possible entries can include one (or more) of the following categories:

1. **ARTISTIC EXPRESSION** (i.e., PSA, commercial, artistic art piece, etc.)
2. **POETRY AND PROSE** (i.e., sharing the written word)
3. **UNIQUE ART PIECE** (i.e., poster, drawing, photography, etc.)
4. **VIDEO SHOWCASE** (i.e., step show, dance, song, jingle, etc.)
5. **OTHER CATEGORY** – Entries that do not fit in any of the specified categories can be submitted and included in this section. Please provide an overview of the entry submitted.

#### ENTRY SUBMISSION RULES:

The Ride with FL511 Collegiate Social Media Challenge Entry Form must be submitted, with all materials attached, to [FL511marketing@gmail.com](mailto:FL511marketing@gmail.com). Entries will be accepted starting **Monday, January 28, 2019** through **Friday, February 22, 2019**. Submissions will be reviewed and posted by the FL511 Marketing Team once deemed acceptable. All materials submitted become property of the FL511 Marketing Team.

If artwork is submitted, it cannot be larger than 11" x 17" in final size. To depict safety in all circumstances, images must NOT be taken while driving. No profanity or vulgarity may be included. Video files of up to two minutes are accepted, and can be submitted via mp4, You Tube or Vimeo. Audio files can be submitted via mp3. Photos or graphic designs can be provided as jpegs or png.

All participants should follow and like the FL511 Facebook (@FL511) and Instagram (@Florida\_511) pages.

#### JUDGING:

Approved entries will be posted on the FL511 Instagram (IG) and Facebook (FB) pages by the FL511 Marketing Team. Entries may not be posted on the FL511 social media sites by the Club or Greek organization. The entry with the most verifiable social media likes on the FL511 IG and FB pages combined, and the entry that receives the top votes from Black PR Wire, Inc., will be selected as the winner. Participants are encouraged to use the hashtag (#RidewithFL511) for reposting and sharing.

#### WINNERS ANNOUNCED:

Winning entries will be announced online on **Tuesday, February 26, 2019**.

#### PRIZES:\*

Prizes will be awarded in the name of the Club and/or Greek organization. Winners will receive the following gift cards, courtesy of Black PR Wire, Inc.:

- \$1,000** – First place prize to the winning Club or Greek organization.
- \$700** – Second place prize to the winning Club or Greek organization.
- \$500** – Third place prize to the winning Club or Greek organization.

In addition, all participants entering will receive FL511 and BPRW swag.

Be sure to stay connected with us by following and liking us on Instagram (@Florida\_511) and Facebook (@FL511); where we will share the challenge news, updates and more.

For additional details, give us a call at (305) 948-8063, or via email at [FL511marketing@gmail.com](mailto:FL511marketing@gmail.com).

Be sure to enter and have some fun!

\* All gift card prizes are donated and are not part of the state or federal funds or campaign contract dollars.

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**ENTRY FORM**

Greek or Club Name \_\_\_\_\_  
Name of College/University \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
Name of Entry \_\_\_\_\_

**CATEGORY OF ENTRY SUBMITTED**

- Artistic Expression       Other Category (please provide details)
- Poetry & Prose \_\_\_\_\_
- Unique Art Piece \_\_\_\_\_
- Video Showcase \_\_\_\_\_

Name of Contact Person Submitting the Entry \_\_\_\_\_  
Names of Participants Involved in the Entry \_\_\_\_\_  
Email Address of Person Submitting the Entry \_\_\_\_\_  
Telephone Number of Person Submitting the Entry \_\_\_\_\_  
Please list items included with the submission: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I certify that this organization is sanctioned and in good standing with the college or university listed. I certify that this submission is authentic and original. Furthermore, I am aware and provide permission for this product to be posted and used by the FL511 campaign for promotional use and purposes.

Your Signature \_\_\_\_\_

**PLEASE FILL THIS OUT IF DIFFERENT FROM THE PERSON SUBMITTING THE ENTRY**

Your Name (please print) \_\_\_\_\_  
Your Title with the Organization \_\_\_\_\_  
Your Email Address \_\_\_\_\_  
Your Telephone Number \_\_\_\_\_

Once completed, kindly submit to [FL511marketing@gmail.com](mailto:FL511marketing@gmail.com).

Entries will be accepted from **Monday, January 28, 2019** thru **Friday, February 22, 2019**. All materials submitted become property of the FL511 Marketing Team. But remember, the sooner you submit, the more social media likes you receive – so enter early!

For details and more information, contact **Bernadette Morris** at (305) 948-8063, or send us an email at [FL511marketing@gmail.com](mailto:FL511marketing@gmail.com)