



For Immediate Release  
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**Central Fla** – SunRail is “Going for Zero” during Rail Safety Week and beyond, as it launches a new and aggressive campaign to stop distractions, collisions and trespassing along the 61.5-mile Central Florida Rail Corridor.

Rail Safety Week is observed this week, but is something that must be every day and all the time. Recent incidents during the week previous to this point out the importance of safety, as there was a vehicle collision as well as an incident involving a trespasser.

The Let’s Go for Zero Distractions, Collisions and Trespassers campaign features social media and digital billboard messaging and compelling videos—including a video that features illuminating observations by a sign spinner, as well as another video featuring interviews with SunRail crews about their close calls and harrowing experiences. More information and links to the videos are available at [www.sunrail.com](http://www.sunrail.com).

An enforcement effort is also scheduled Tuesday, Sept. 24. Various law enforcement agencies in Seminole, Orange and Osceola counties are scheduled to participate.

Please be careful around trains, railroad tracks and crossings, and while at SunRail station platforms. Be Smart. Be Safe. Let’s Go for Zero.

SunRail has a number of safety assets available for download at <https://sunrail.com/rail-safety-week-2019/>, as we ask you to “Rally Behind Rail Safety” with us by updating your Facebook profile pictures and sharing flyers and videos.

[www.fdot.gov](http://www.fdot.gov)