



For Immediate Release
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511 KEEPS STRAWBERRY FESTIVAL TRAFFIC FROM SOURING YOUR TRIP

Call 511, Visit FL511.com, Download the 511 App or Follow 511 on Twitter

TALLAHASSEE – Motorists should expect additional traffic in Plant City beginning this Thursday through Sunday, March 10, as more than half a million people are expected to attend the Florida Strawberry Festival during the 11-day period.

Recognized as one of the Top 40 Fairs in North America, the Strawberry Festival will host several concerts, amusement rides, parades, entertainers and more. The festival grounds are expected to be a popular destination during the coming weeks, and drivers should be prepared for increased congestion on I-4 near S.R. 566.

The Florida Department of Transportation (FDOT) encourages drivers heading to or around the festival grounds to use the 511 Traveler Information System before hitting the road to stay up-to-date on crashes, congestion, construction and more. The 511 system provides information on all of Florida's interstates, toll roads and other major metropolitan roadways, including those near the festival grounds, such as I-4 and I-75.

There are four convenient ways for travelers to receive traffic updates, including:

- Calling 511 toll free for updates in English and Spanish.
- Visiting FL511.com, with interactive roadway maps showing traffic congestion, travel times and crashes.
- Downloading the free Florida 511 app on iTunes.
- Following one of the 12 statewide, regional or roadway-specific feeds on Twitter.

For custom alerts, travelers can sign up for My Florida 511 personalized services on FL511.com. Users can register their route online to hear information on that route first when calling 511. With personalized services, travelers also can register to receive traffic alerts via phone call, text message or email.

FDOT reminds all travelers to check 511 before hitting the road, have a passenger check 511 while driving or pull over to avoid distracted driving.

Traffic Updates on Twitter

For traffic updates for Plant City via Twitter, FDOT encourages travelers to follow the Florida 511 Twitter feeds covering the Plant City and Tampa Bay area and its roadways including:

- [FL511 Statewide](#)
- [FL511 I-4](#)
- [FL511 Tampabay](#)
- [FL511 I-75](#)

Safety Tips

- Call 511 before driving or have a passenger call to avoid using a phone while driving.
- Customize your trip at FL511.com before leaving to minimize time spent on the phone.
- Always wear a safety belt.
- Don't drink and drive.

Florida 511 Features

- Traffic information on all interstate highways, toll roads and many other metropolitan roadways.
- Commuter travel times and reports on crashes, congestion and construction.
- Public transit, airport and seaport information.
- AMBER, Silver and LEO Alerts (Silver Alerts notify the public when law enforcement agencies are searching for missing adults or citizens with cognitive impairments, including Alzheimer's disease or other forms of dementia. Law Enforcement Officer (LEO) Alerts notify the public when law enforcement officers are searching for an offender(s) who has seriously injured or killed a law enforcement officer.)
- FL511.com provides travel information, traffic camera views and free personalized services, including customized travel routes and e-mail, text and phone call alerts.
- Voice-activated and touch-tone navigation available when calling 511.
- The 511 phone call and FL511.com website are available in English and Spanish.

www.dot.state.fl.us

Consistent, Predictable, Repeatable