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175 Tourism and Transit Stakeholders Slated to Attend B⁴ Summit Andrew Evans, National Geographic Travel Journalist/TV Host is Keynote Speaker

Cape Canaveral, Florida – 175 tourism and transit stakeholders are anxiously awaiting next week's sold out B⁴ Summit, Bikes, Bus, Beach + Brevard, to be held at the Radisson at the Port on Thursday, January 25, 2018. Cape Canaveral's Economic Development Director, Todd Morley, will kick off the interactive summit by sharing the City's progressive model of sustainability. "Bikes" speakers feature Aviva Manin, who will unveil Zagster's new Space Coast Bikehare program, and reThink Your Commute's Courtney Reynolds, who will promote strategies for safe, stress-free integrated cycling, known as CyclingSavvy.

"Bus" presenter, Interim Assistant County Manager Jim Leisenfelt, will discuss technological advancements that lie ahead for Space Coast Area Transit. "It's been encouraging to see the number of stakeholders investing their time in the future of transit and tourism in Brevard County," stated Liesenfelt. "Transit One, the volunteer Council for Transit Advocacy, and their Chairman Eva Rey, Director of Community Management for The Viera Company, have done an outstanding job of organizing the event. It's just one more tool in the box that helps promote transparency in government," he said.

"Beach" will be the focus of Space Coast Office of Tourism Director Eric Garvey, who will unveil the innovative "smart park" concept slated for Lori Wilson Park in Cocoa Beach. The smart park designation symbolizes a showcase of technological advancements that harness energy from people and groups who have become disconnected from public spaces and the outdoors, in particular younger and more connected generations. The summit's "Brevard" element will be delivered by County Commissioner and TDC member Jim Barfield, who will address the overall state of tourism and transit in Brevard County.

The highlight of the jam-packed B⁴ Summit is keynote speaker, **National Geographic Travel Journalist and TV Host Andrew Evans**. As a frequent contributor to National Geographic Traveler and its first Digital Nomad, Evans spent five years sharing his adventures online in real-time via Twitter, Instagram, Facebook, and YouTube. To date, Evans has completed over 40 assignments for the National Geographic, spanning all seven continents and five oceans. He has broadcast live from kayak, camel-back, and helicopter, and from inside King Tut's tomb. Evans was the first person ever to blog from the summit of Mount Kilimanjaro, and gained a worldwide following when he made his epic overland journey from National Geographic headquarters in Washington, D.C., all the way to Antarctica, by bus—a 12,000-mile journey. Evans has addressed significant audiences around the world, and hosted several television shows for the National Geographic Channel, including the recent series, World's Smartest Cities, showcasing innovation and urban sustainability all over the world.

Following the B⁴ Summit, attendees will travel to Manatee Sanctuary Park on Space Coast Area Transit buses for a picnic luncheon and Bike Share ribbon cutting. Participants will have the opportunity to be professionally fitted with a free bike helmet, and test-ride a Bike Share bike.

