

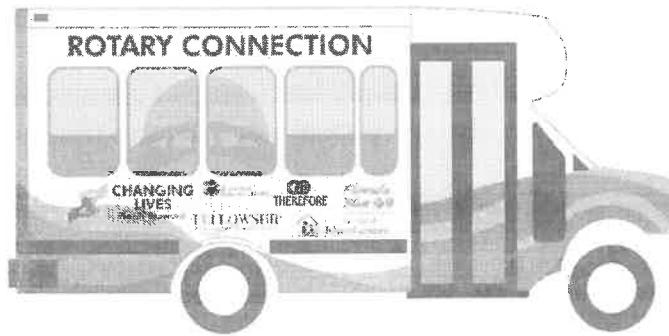
Rotary  
Club of Fort Lauderdale



FOR IMMEDIATE RELEASE

## Free Rotary Bus Connects the Homeless to Essential Services

***“Rotary Connection” seeks to improve resource access, support  
business growth and enhance public safety***



**FORT LAUDERDALE, FL – July 13, 2025** – The Rotary Club of Fort Lauderdale is proud to announce the official launch of **Rotary Connection**, a free bus transportation service dedicated to connecting individuals experiencing homelessness with needed services across Broward County. The initiative will officially launch with an event on **Friday, August 1st, 2025**. Weekday operations will begin on **Monday, August 4, 2025** at 7am.

### Launch Event

**When:** Friday, August 1st at 10:00 AM

**Where:** Fellowship Recovery Community Organization (FCRO) parking lot  
101 SW 27th Ave, Fort Lauderdale, FL 33312

Co-hosted by Rotarians **Rick Riccardi**, Board Chairman of FRCO, and **Gwynne Beatty**, the launch event will showcase the uniquely branded Rotary Connection bus. Rotary Connection aims to provide practical solutions to improve access to support services, strengthen public safety and support Broward County's economic growth. Currently, even with a bus pass, many can't reach services. Without access, many give up trying.

"This isn't just a bus—it's a practical solution to a major gap in service delivery," said Rick Riccardi, co-organizer, Rotary member, and Board Chairman at FCRO. "By removing transportation barriers, we're improving access to care and helping people take steps toward stability and self-sufficiency."

Rotary Connection is powered by key support from the Florida Blue Foundation, Changing Lives - North Broward and Go Therefore, whose leadership and investment have been essential to making the service a reality.

This groundbreaking service provides free, reliable transportation to essential resources including food, healthcare, IDs and other documents, Veteran support, recovery programs, mental health support, medications, Community Court, clothing, job training, mailboxes, Legal Aid and more. Rotary Connection will be staffed by trained specialists performing intake and collecting critical reporting data such as passenger activity per stop, further assistance needed, and success monitoring.

The bus wrap was designed by 17-year old American Heritage High School student Sam Danzig, winner of the Rotary Bus Wrap Student Art Competition. "My design concept was basically just a welcoming, uplifting design. I leaned towards using pastels and brighter shades to give a warmer feeling, but at the same time underlying tones of happiness," said Danzig.

The initiative has received strong support from key partners, including **City of Fort Lauderdale officials, City of Fort Lauderdale Police Force's Homeless Outreach Unit, Henderson Behavioral Health, LifeNet4Families, and TaskForce for Ending Homelessness**, all of whom recognize Rotary Connection as a vital tool for improving access to services through better coordination.

#####

**Contact:**

Gwynne Beatty  
[gwynne.beatty@gmail.com](mailto:gwynne.beatty@gmail.com)  
954-648-9258

**List of Stops**

Broward County Main Library Broward County Central Courthouse Mission United Broward Health Medical Center Second Chance Society Florida Department of Health, Broward County BARC (Broward Addiction Recovery Center) CVS Children Diagnostic & Treatment Ctr. (CDTC) Las Olas Blvd & A1A Sebastian St & A1A Sunrise Blvd & A1A Galt Ocean Mile Library Coral Ridge Mall - Church of Christ	Holy Cross Hospital Denny's – Commercial & Fed Hwy Imperial Point Library Broward Health Imperial Point Light of the World Clinic Fort Lauderdale Behavioral Health Center Goodwill Career Center Social Security Administration Flite Center and South Florida Wellness Broward County Housing Authority Henderson Behavioral Health Healthy Start Coalition Dept. Children & Families Dept. Motor Vehicles	Permanent Supportive Housing (PSH) U.S. Post Office All Saints Mission Care Resources SunServe Archways The Hack Housing Authority of the City of Fort Lauderdale (HACFL) 5th Ave Temple Church Broward HealthPoint Bernard P. Alicki Care Center Broward Health Specialty Care Center LifeNet4Families Legal Aid Fellowship Recovery Community Organization
---	---	---