



MEDIA RELEASE
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Tuesday 12 May 2009

SIGN A PLEDGE TO SAVE LIVES WITH OLYMPIAN NATALIE COOK

We are inviting people from the Logan community to join us at the Keema Cars Springwood dealership (3517 Pacific Highway) from 10.00–11.00am on FRIDAY 22 MAY, to pledge their support for driver safety and the Fatality Free Friday campaign (www.fatalityfreefriday.com). Beach Volleyball Olympian and Gold Medallist Natalie Cook will be there to pledge her support and raise awareness about driver safety. There will be food and giveaways, as well as an opportunity to learn more about how we can make a real difference to saving lives on the roads.

This year, Keema Cars and Isuzu D-Max are taking part in the 2009 Fatality Free Friday campaign. On Friday 22nd May, a convoy of Isuzu D-Max cars will be travelling from the Gold Coast to Brisbane together with Media and Road Safety identities, making several stops to spread the fatality-free driving message.

Fatality Free Friday is a vital road safety national campaign, designed to remind everyone of the responsibility we all have in reducing road fatalities across Australia. Road safety is a complex issue but if drivers consciously think about safe driving for just one Friday in the year, we can reduce that day's toll to zero. The aim is not a single road death in Australia for just one day.

Road fatalities are tragedies that touch all of us. In Australia around 1600 people are killed on our roads, costing the economy \$17 billion every year. The figures are shocking and highlight the need for urgent action and community support.

For further information contact: Aimee Thomson 0432 717 693.

Fatality Free FRIDAY



DRIVE TO STAY ALIVE ON
22 MAY 2009

Take The Pledge

ZERO DEATHS ON
AUSTRALIA'S ROADS FOR
JUST ONE DAY