

MEDIA RELEASE

<<Your Company Name>> joins in reducing road toll

<<Your Company Name>> has joined in the drive to save lives as part of the nationwide Fatality Free Friday road safety day.

The award-winning annual campaign, developed in 2007 by Australia's leading driver trainer and road safety advocate Russell White, aims to make one day across Australia free from road fatalities.

<<Your Company Name>> is a <<State Your Level Of Sponsorship>> and is <<Insert The Activities You Are Undertaking>>.

<<Insert A Quote From A Company Spokesperson In Support Of The Campaign and Your Activities. Include The Spokesperson's Name and Title.>>

Fatality Free Friday founder Russell White said, on average, six people die every Friday on our roads and the vast majority of those deaths are entirely preventable.

"I believe that by making people think consciously about safety on the road, they'll drive safer for the next few days too and reduce the traditionally high weekend fatality rate," he said.

"If people can do that on one Friday and one weekend, we can create a change in driving culture so they do it every Friday and every weekend - and ultimately every day of the year."

Mr White said he was delighted that <<Your Company Name>> was joining in the fight to prevent road fatalities as one of the event's supporters.

"This issue affects every one of us in some way," he said. "Just about everyone knows someone – a family member, a friend, a colleague – who has been touched by road trauma.

"By <<Your Company Name>> taking an active role helping us to raise awareness about road safety we can get the road safety message out to the wider community and encourage everyone to play their part by taking the pledge.

"We're absolutely delighted to have their support for Fatality Free Friday in 2009."

Fatality Free Friday was highly commended in the 2007 CARRS-Q Queensland Road Safety Awards.

Increased corporate support for the 2009 campaign has meant a greater capacity to promote Fatality Free Friday nationally.

<<Your Company Spokesperson>> is encouraging everyone to mark Friday, May 22 in their calendar and look at ways they can involve their work places, schools, homes and communities in road safety activities.

The Fatality Free Friday web site - www.fatalityfreefriday.com - has been set up to provide information for adults and children about staying safe on the roads and also encourage people to organise road safety events in their own community.

The web site also contains copies of the pledge for adults, children and companies to print out and sign to show their commitment to the day, as well as guestbook that allows visitors to take the pledge online.

For further information

Name of Your Company Spokesperson

Phone:

Mobile:

E-mail:

Russell White

Fatality Free Friday

Mobile: 0419 866 165

E-mail: info@driversafety.com.au