



DRAFT MEDIA RELEASE FOR REVIEW

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Good mates team up to save lives

Two award-winning road safety organisations have joined forces in a bid to save lives on Australian roads.

Fatality Free Friday, Australia's only community-based national road safety campaign and MATES – Motorcycle Awareness Training Education Safety – will jointly promote this year's Fatality Free Friday events.

Fatality Free Friday is on Friday, May 28 this year with a month long range of activities being kicked off on April 28 with the World's Largest Driving Lesson record attempt.

"Although motorcyclists represent only four to five percent of road users, they represent more than 20% of vehicle fatalities in Queensland," said Steve McDowall, MATES administrator.

"We're delighted to be a supporting partner of Fatality Free Friday because they align with our purpose so well - making all road users, drivers and riders, aware of their responsibilities on the road."

Russell White, founder of Fatality Free Friday and managing director of DriverSafety.com.au said he was delighted to have the support of MATES.

"Every road user, from pedestrians and cyclists to drivers and motorcyclists has the opportunity to be a part of a campaign that will help change attitudes as well as saving lives.

"By everyone making that special effort to be courteous, alert and aware road users on one day, we can reduce to zero, the typical road toll of nearly six deaths every Friday.

"If we can do this on one day, then we are well on our way to making every day fatality free on our roads."

Both Mr White and Mr McDowall are encouraging everyone to visit the Fatality Free Friday web site, download a road safety pledge and support Fatality Free Friday events in their community.

Fatality Free
FRIDAY
MAKE THE ROAD TOLL ZERO

28 May 2010
Take The Pledge
ZERO DEATHS ON AUSTRALIA'S ROADS FOR JUST ONE DAY

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“Road trauma affects so many people, from those who have lost their lives or who are seriously and permanently injured, their family and friends and the emergency services and the medical staff who deal with the aftermath,” said Mr White.

“Road safety is everyone’s responsibility and everyone’s opportunity to make a positive difference.”

MATES is a community group dedicated to raising awareness of the joys of responsible motorcycling. Its web site - www.mates.org.au - features riding and maintenance tips, popular routes, forums, events and reviews.

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.

“We’re focusing on encouraging people to download pledges to sign and keep in a prominent area at home and at work,” said Mr White.

“We’d like to encourage everyone who is concerned by Australia’s road toll to encourage friends, family, colleagues and classmates to sign the pledge too.”

For further information

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Fatality Free FRIDAY

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