



MEDIA RELEASE

Australians urged to take the pledge for a Fatality Free Friday

More Australians than ever are expected to take the pledge to cut the road toll as part of the national 2010 Fatality Free Friday campaign launched this week.

The award-winning Fatality Free Friday event will be held on Friday May 28 with the aim of making that day completely free from road fatalities.

Over the past four years community groups, state and local governments, companies, individuals and even Australia's V8 Supercar drivers signed the pledge to concentrate on safe driving and road use for the day.

"We started with the idea that if we could get people to reflect on their road use for just one day – whether as driver, passenger or pedestrian – we could ensure that no one died on our roads," said event founder Russell White.

"On average, six people die every Friday on our roads and the vast majority of those deaths are entirely preventable.

"The grassroots community support we received last year was tremendous. Just as encouraging were the people asking if they could be involved next year too."

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

Russell White
Driver Safety.com.au
Mobile: 0412 532 249
E-mail: info@driversafety.com.au

Jacqui Carling-Rodgers
Business Communications Management
Phone: 5591 8081
Mobile: 0414 282 048
E-mail Jacqui@bcm-online.com.au