



MEDIA RELEASE

Date: Thursday, 1st April 2010

Safety drives Monroe to support to Fatality Free Friday

Monroe – Australia’s leading shock absorber brand is standing firm behind Fatality Free Friday, Australia’s only community-based national road safety campaign.

The company has become a gold alliance partner and will promote the Fatality Free Friday’s “Take The Pledge” campaign to its employees, clients and customers.

“Monroe has a longstanding international history of creating safer, more stable vehicles through its pioneering of shock absorber technology, so it was an easy decision for our organisation to support the Fatality Free Friday program and its innovative approach to road safety,” said Monroe Australia’s Aftermarket Director Roger Lassen.

“The team at Monroe is dedicated to improving road safety which we do through our products, but it was also important for us to recognise the human factor and the important role we all play as road users in ensuring safer roads” said Mr Lassen.

The support of Monroe will make a big difference to helping Fatality Free Friday gain even greater national attention.

“We are absolutely thrilled to have Monroe join us in this important campaign to reduce Australia’s road toll,” said Russell White, founder of Fatality Free Friday.

“We are completely independently funded and corporate sponsors like Monroe help us create a great deal of public awareness. That awareness saves lives.”

“Road trauma affects the whole community. Apart from the fatalities, there are those who are seriously and permanently injured. Clearly there’s a huge social cost, it affects families and friends as well as the emergency services and the medical staff who deal with the aftermath,” said Mr White.

Fatalities Free
FRIDAY
MAKE THE ROAD TOLL ZERO

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

SUNCORP Insurance
ARMOR ALL
ISUZU D-MAX
TYRES & MORE
Ph: 13 MORE

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

The Fatalities Free Friday web site - www.fatalitiesfreefriday.com - has been set up to provide information 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 ask their friends, family, colleagues and classmates to sign the pledge too.”

Russell White is widely regarded as one of Australia's leading Road Safety advocates and has been at the forefront of groundbreaking research into driver training. He has developed the [Driver Safety.com.au](http://Driversafety.com.au) driver education program and founded the award-winning Fatalities Free Friday national road safety initiative. He is author of the book “Drive Ability”.

Russell is the presenter of 4BC’s Motoring Show that airs on Sunday between 10am and noon. He is an accomplished public speaker and is available for interview.

#Ends

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