



MEDIA RELEASE

Date: Monday, 24 May 2010

Empty Shoes to fill a stark reminder of road trauma

There will be plenty of empty shoes to fill in Townsville's Strand Park on Friday, 28 May when the city marks the road safety day Fatality Free Friday.

Three hundred and thirty one pairs of shoes, each one representing the life of a person killed on Queensland roads in 2009, will be lined up in Townsville's Strand Park from 7am.

Hosted by the Graduate School of Motoring the graphic display will be a reminder of the individual lives lost on Queensland roads each year and the absence of loved ones endured by family and friends of road trauma victims.

"It will be a very dramatic and moving display that will bring the human impact back to the statistics that we hear time and time again," says Russell White, founder of Fatality Free Friday.

"Often when people are affected by road trauma they feel they want to do something to make a difference, but are often unsure about what they can do," said Mr White.

"This event gives the people of North Queensland the chance to be involved."

All schools, individuals, businesses and community organisations in Townsville are encouraged to support this campaign and come along to 'take the pledge' of commitment to road safety. Individuals can also log onto the Fatality Free Friday web site and register their pledge of commitment, said Heath Ward, director of the Graduate School of Motoring.

Mr Ward said "We want to do our part in supporting Fatality Free Friday and encourage everyone in the area to think about road safety."

"We need to continue to raise awareness on the issue and this campaign gives us a fantastic foundation to build on" he said.

Fatality 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
ARMORALL
ISUZU DMAX
TYRES & MORE
Ph: 13 MORE

There will be a free sausage sizzle barbecue being supplied by Heath Ward and his dedicated team at Graduate School of Motoring for anyone wanting to come along to show their support.

“TecNQ have kindly offered to be a collection point for shoe donations, as is Graduate School of Motoring in Boundary Street South Townsville,” said Mr Ward.

“Any shoes donated that are still useful will be given to local charities at the conclusion of the event.

“We are very committed to the Fatality Free Friday mission. This event gives everyone in the Townsville area to the chance to come together and show their support for safer driving, safer roads and a zero road toll.”

Townsville’s event is a sister event to the Empty Shoes event to be held in Brisbane and Melbourne. In Brisbane’s ReddACLiff Place and Melbourne’s Federation Square, 1500 pairs of shoes representing the national road toll will be on display.

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