



FOR IMMEDIATE RELEASE

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Fatalities Free Friday world record attempt needs you

The organisers of Fatalities Free Friday, Australia's largest community-based national road safety campaign, are planning to stage a world record attempt on **April 28, 2010** to draw attention to reducing the road toll.

The organisers are hoping to attract thousands of Australians to take part in the world's largest driving lesson that will be verified by the Guinness Book of World Records tm.

"We're working driving schools from around Australia and asking them to register their lessons with us and if they have spare instructors and vehicles to donate one hour of their time for the world record attempt," said Russell White, road safety advocate and founder of Fatalities Free Friday.

"We're getting interest from people in every capital city as well as a number of regional areas across Australia.

"The reason we're using driving lessons as our theme is to drive the lesson home that effective driver training and personal responsibility is the very best way to reduce the road toll."

Mr White said driving schools and individuals who wished to participate in the world's largest driving lesson can register their interest on the Fatalities Free Friday web site.

"In each location, students and instructors will depart for their lesson from one central venue," he said.

"It will look spectacular and send a message home across Australia that we take road safety seriously."

Mr White said that he hoped that open licence holders, including those learning to drive buses and heavy vehicles would support the support the campaign.

"Sometimes we can fall into bad habits after we've been driving for a while and not be as familiar with better and safer driving techniques that have been adopted over the past 10 years," he said.

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 DMAX
TYRES MORE
Ph: 13 MORE

“You never know, taking one hour from your day with a qualified driving instructor to brush up on some skills or to learn what’s new in better driving techniques could save your life.”

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. Amongst this research was a world-first PhD study focused on the biomechanics of the driver and how these impact on the driver’s performance.

Russell founded award-winning Fatalities Free Friday national road safety initiative.

He is author of the book Drive Ability, host of 4BC’s Motor Talk program on Sundays and his road safety tips have been published in newspapers and are now broadcast on more than 100 radio stations across Australia each fortnight.

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