

**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** **ARMORALL** **ISUZU DMAX** **TYRES & MORE Ph: 13 MORE**

The banner features a speedometer graphic with a needle pointing to 1000 RPM, a 'RUFFY DEATHS' label, and the 'R E Z D B E' text.

**MEDIA RELEASE**

**Date: Monday, 24 May 2010**

## ***A shoe-in to save lives in Brisbane***

The lives of 1500 Australians lost on the roads each year will be dramatically remembered with a special event taking place on Fatalities Free Friday, May 28, 2010 in Brisbane.

1500 pairs of shoes – each one representing a life lost on the roads – will be lined up on the steps of Brisbane's Reddacliff Place from 8am for most of the day.

In Brisbane the event will be attended by Queensland Police and emergency services representatives who will conduct road safety demonstrations. There will be an outside broadcast by the 4BC Greg Cary Morning Show and a Take the Fatalities Free Friday Pledge drive.

"It's going to be a very dramatic and moving display that will help bring the humanity back the statistics we hear time and again," says Russell White, founder of Fatalities Free Friday, author and road safety advocate.

Fatalities Free Friday is Australia's only community-based national road safety campaign.

Fatalities Free Friday 2010 marks the fourth year of the campaign and has attracted wide range of commercial sponsors and supporters including Isuzu Ute, Munroe, Tyres And More, Suncorp Insurance, Armor All and 4BC.

Unlike other road safety campaigns, Fatalities Free Friday offers direct and tangible participation.

"We're encouraging businesses, families, schools and community groups to download a pledge form from our web site and sign it and encourage other people to sign it too," said Russell.

The 'empty shoes' event is also being held in Melbourne's Federation Square and Townsville's Strand Park.

**Editor's note: Russell White is available for interview on the contact details below:**

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