



MEDIA RELEASE

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A shoe-in to save lives in Melbourne

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 Melbourne.

1500 pairs of shoes – each one representing a life lost on the roads – will be lined up on the steps of Federation Square Melbourne from 8am for most of the day.

The pledge drive will be hosted by Fatalities Free Friday patron, Bev Brock and V8 Supercar driver Mark Winterbottom. Also attending the Melbourne event will be representatives from Victoria Police and the TAC

“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 Brisbane’s Reddacliff Place and Townsville’s Strand Park.

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

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