



White Ribbons™ for Road Safety 2013

Media Release Sample

<Date>

FOR MEDIA RELEASE

Ribbons a reminder to be safe on the roads this festive season

Residents and visitors to <town/city> are reminded that they are responsible for being safe road users this festive season.

With the holiday period approaching, the <Shire/LG> is joining forces with WALGA's RoadWise Program to take part in the *White Ribbons™ for Road Safety* campaign.

<Shire/LG> <President/Mayor/CEO> <Name> said the White Ribbons campaign is focused on promoting the *Towards Zero* vision in line with the state's road safety strategy.

"Our long term vision is of a road transport system in which no-one is killed or seriously injured," <Name> said.

"To achieve this vision requires shared responsibility where we all have a role to play in working towards a safe system."

"To create a safe system we need to take a holistic approach by managing the interaction between road users, the road, travel speeds and the vehicle."

"As part of the safe system, road users are responsible for behaving safely, obeying the road rules and purchasing vehicles with key safety features."

"I am urging residents to make sure they do the right thing on the roads - not to drink and drive, don't drive tired, wear a seatbelt no matter how short the journey and don't speed," he/she said.

The *White Ribbons™ for Road Safety* campaign will run from 17 November 2013 through until 6 January 2014.

You can help raise awareness of the importance of road safety by wearing a white ribbon. White ribbons are available free of charge from participating Local Government offices, police stations and commercial businesses.

For more information about the campaign, visit www.roadwise.asn.au <or your website containing information>.

Media Enquiries:

If you would like an interview with <insert name>, please contact:

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08 9xxx xxxx

Photo Opportunity:

<If you're planning an event, insert information about photo opportunities here>

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