

MEDIA STATEMENT



Thursday, 17 March 2016

Everyone has a responsibility to keep the roads safe

The Bunbury RoadWise Committee is urging everyone in the community to remind family, friends and colleagues about their responsibility to keep the roads safe this Easter.

A unique Blessing of the Roads will be conducted by speedway champion Ron Krikke, South West Traffic Officer in Charge Sgt Craig Clarke and the Bunbury Roadwise Committee on ABC Radio on Wednesday, 23 March at 7.10am.

The Blessing of the Roads campaign is aligned with Towards Zero, WA's road safety strategy 2008-2020, which has a long term vision of a road transport system where crashes resulting in death or serious injury are virtually eliminated.

Blessing of the Roads is a State-wide community road safety awareness campaign run in the lead-up to and during the Easter long weekend. This year the Easter long weekend is from Friday, 25 March until Monday, 28 March.

Bunbury Roadwise Committee chair and Bunbury City Councillor Betty McCleary said all road users were responsible for their actions and they played a significant role in creating a safer road system.

"By joining together and appealing to all road users to take care over the Easter break, we aim to raise awareness of the things that we can all do to stay safe on our roads," Cr McCleary said.

This Easter motorists are urged to: turn off mobile phones before driving; travel at a safe speed; ensure everyone in the vehicle is wearing a seatbelt; if you are drinking, arrange a skipper, organise public transport or stay overnight; take a break, have a rest or if possible swap drivers; stop at one of the many coffee stop providers or operating Driver Reviver sites across the State.

For Driver Reviver locations or for more information about the campaign, visit www.roadwise.asn.au

ENDS

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