Media release

Date Issued: 23 November 2015   **Authorised by: Dennis Wellington**

Road Safety Champion this Festive Season

The City of Albany is calling on the community to raise awareness of road safety by wearing a road ribbon in support for the WALGA RoadWise Program's *Road Ribbon for Road Safety®* campaign.

Road ribbons will be made available to the community for free, from various City of Albany locations as part of our aim to increase road safety awareness in our community.

As part of the *Road Ribbon for Road Safety®* campaign the City of Albany is asking the community to 'be part of a road safety movement' and make a conscious effort to remain safe on our roads and be a responsible road user.

City of Albany Mayor, Dennis Wellington said, "It's as easy as:

- Turning off your mobile phone before driving
- Adapting your speed to the weather, light, traffic and road conditions
- Belting up when travelling in a vehicle
- Taking a break, having a rest or if possible swapping drivers when feeling fatigued
- If you are drinking, arrange a skipper, organise public transport or stay overnight

"Road safety is everyone's responsibility, road users are responsible for obeying the road rules and road designers are responsible for ensuring the road network is a forgiving one.

"The City of Albany is committed to road safety and as such is advocating for road safety in our community by having 'Road Ribbons for Road Safety" available from the North Road Administration Office, Albany Heritage Park, Albany Public Library and Vancouver Arts Centre," said the Mayor.

Community members can help promote the message by wearing the ribbon, and reminding friends and family members to drive safely when travelling this festive season.

END

Editor's Notes
Outside contacts (if any): Erin McDonald Lee (Roadwise) 9892 1145

We have a large cardboard Ribbon for Road Safety we can use in pictures.