

MEDIA RELEASE



22 March 2010

Share the responsibility on our roads this Easter

In the lead up to the busy Easter long weekend, drivers are being reminded that everyone has a role to play when it comes to road safety.

WA Local Government Association (WALGA) President Cr Bill Mitchell said people shouldn't become complacent on our roads just because the road toll is lower than the same time last year.

"While it is tempting to talk about the lower road toll, it is vital we remember that even one death on our roads is too many and everyone needs to make a contribution if we are to achieve zero deaths in the long term."

"As we work towards creating a safe system with zero deaths and serious injuries, we still need a strong commitment from drivers to do the right thing whenever they travel on the roads."

"The *Blessing of the Roads* campaign is one of the many ways Local Governments are helping to raise awareness about road safety in local communities."

"*Blessing of the Roads* brings together local roads safety partners as well as emergency service personnel to publicly bless local roads and remind road users to do the right thing no matter how long or short the journey." Cr Mitchell said.

Several Local Governments have organised *Blessing of the Roads* ceremonies help reinforce the need to be cautious, take care and be well rested when travelling on our roads over the upcoming holiday period.

Plan ahead this Easter and remember:

- Allow plenty of time to arrive at your destination
- Slow down and drive to the conditions
- If you plan to drink, plan not to drive
- Wear a seat belt
- Swap drivers every two hours or stop and revive at one of the many coffee stops or Driver Reviver locations run by volunteers throughout WA. Driver Reviver locations can be accessed by visiting <http://www.roadwise.asn.au/resources/projects/driver>.

To find out more about the Blessing of the Roads campaign, visit www.roadwise.asn.au.

Ends.

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FOR MEDIA COMMENTS PLEASE CONTACT:

Cr Bill Mitchell, Association President 0427 171 896

Kate Murray, Public Relations Officer 0448 896 435



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Note:

Individual Local Governments organise *Blessing of the Roads* events in their communities. Details of known events in the lead up to Easter 2010 include:

- Shire of Esperance - 26 March 2010, Post office square, 12.30pm. Shire of Esperance community members welcome.
- Shire of Broomehill-Tambellup - 26 March 2010, Tambellup Shire office, Norrish Street Tambellup, 10am. Community members welcome.
- Geraldton Greenough RoadWise Committee - 26 March 2010, Arrowsmith rest stop 55km south of Dongara, 10.00-11.00am to coincide with the Irwin Lions Driver Reviver. Community members welcome.
- City of Armadale - 27 March 2010, Minnowarra Park, Armadale, 10am. City of Armadale community members welcome.
- City of Mandurah - 27 March 2010, Mandurah Foreshore (eastern), 11.00am - 5.00pm. Community members welcome.
- City of Stirling/City of Joondalup - 30 March 2010, 9.30-10.30am, Carine Open Space, Carine (Beach Road & Okely Road). RSVP: Essential (to confirm catering) to Marissa MacDonald 9400 4335 or Marissa.MacDonald@joondalup.wa.gov.au
- Town of Kwinana, 31 March 2010, 9.30am, Apex Park, Cr Gilmore Ave & Summerton Rd, Kwinana. Community welcome. RSVP to Julie Tanner, Community Safety Officer on 9439 4030.
- Shire of Plantagenet - 31 March 2010, Shire offices, Lowood Road, Plantagenet, 11am. Community members welcome.
- Shire of Bridgetown-Greenbushes - 31 March 2010, Memorial Park (or Lesser Hall if raining), 10.00am. Community members welcome.
- City of Wanneroo - 1 April 2010, Entry Statement, Carramar Golf Course Estate, Tapping. Invitation only.

Several other Local Governments have indicated that they are planning local events however details have not been confirmed. Contact Local Governments in your region to determine local participation in the *Blessing of the Roads* campaign.

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Driver Reviver locations over the Easter break:

Arrowsmith Driver Reviver, 50km south of Dongara, 9.00am - 5.00pm	26 March 2010
Esperance Driver Reviver, 90kms west of Esperance on South Coast Highway, 11.30am - 4.30pm	1 April 2010
Arrowsmith Driver Reviver, 50km south of Dongara, 9.00am - 5.00pm	1 April 2010
Pemberton Crossroads, Cnr South West and Vasse Highways, 3.00pm - 12.00am	1 April 2010
Southern Cross Driver Reviver, Great Eastern Highway, Southern Cross, 2.00pm - 8.00pm	1 April 2010
Williams Lions Park Driver Reviver, Albany Highway, Williams, 11.00am - 6.00pm	1 April 2010
Northampton Driver Reviver, Two Mile Hill, Northampton, Time TBC	1 April 2010
Pemberton Crossroads, Cnr South West and Vasse Highways, 6.00am - 12.00am	2 April 2010
Williams Lions Park Driver Reviver, Albany Highway, Williams, 7.00am - 11.00am	2 April 2010
Southern Cross Driver Reviver, Great Eastern Highway, Southern Cross, 8.00am - 12.00pm	2 April 2010
Little Panton River and Mary Pool Driver Reviver, Halls Creek - Time TBA	3 April 2010
Pemberton Crossroads, Cnr South West and Vasse Highways, 6.00am - 12.00am	3 April 2010
Little Panton River and Mary Pool Driver Reviver, Halls Creek - Time TBA	4 April 2010
Pemberton Crossroads, Cnr South West and Vasse Highways, 6.00am - 12.00am	4 April 2010
Williams Lions Park Driver Reviver, Albany Highway, Williams, 11.00am - 6.00pm	5 April 2010
Southern Cross Driver Reviver, Great Eastern Highway, Southern Cross, 8.00am - 8.00pm	5 April 2010
Wanneroo Driver Reviver, Wanneroo Road, Two Rocks, 9.00am - 5.30pm	5 April 2010
Pemberton Crossroads, Cnr South West and Vasse Highways, 6.00am - 6.00pm	5 April 2010
Williams Lions Park Driver Reviver, Albany Highway, Williams, 7.00am - 9.00am	6 April 2010
Northampton Driver Reviver, Standen Rest, Time TBC	10 April 2010
Arrowsmith Driver Reviver, 50km south of Dongara, 9.00am - 5.00pm	19 April 2010
Esperance Driver Reviver, 90kms west of Esperance on South Coast Highway, 11.30am - 4.30pm	23 April 2010
Kondinin Telecentre Driver Reviver, Gordon Street, Kondinin, 9.00am - 12.00pm	25 April 2010
Wanneroo Driver Reviver, Wanneroo Road, Two Rocks, 9.00am - 5.30pm	26 April 2010
Arrowsmith Driver Reviver, 50km south of Dongara, 9.00am - 5.00pm	30 April 2010

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