



## **Shire of Esperance**

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**16 March 2016**

# **ESPERANCE BLESSING OF THE ROADS**

This Friday, March 18th the Shire of Esperance RoadWise Committee will hold a Blessing of the Roads ceremony to raise awareness of road safety in the lead up to Easter and remind people to slow down and enjoy the ride when travelling this Easter holiday.

The March Labour Day long weekend saw eleven lives lost on Western Australia's roads in a 72 hour period. RoadWise Committee member and Shire President Victoria spoke of the importance of the road safety initiatives over the holiday period.

"Easter is a busy time of the year on the roads, the recent Labour Day long weekend road toll demonstrates how easily a weekend on the roads can turn into tragedy, particularly in regional areas. This Easter the Esperance RoadWise Committee will be continuing to promote the 'Slow Down and Enjoy the Ride' campaign. We are reminding drivers to not only watch their speed on the road but also to take the time to enjoy a break on long distance drives. Fatigue and speed are major contributors to the state's road toll and we are really hoping to see a fatality free weekend not only for our region but also the rest of the state."

"Please remind your loved ones to drive safely, road safety is a shared responsibility and it is up to all of us to not only ensure we arrive safely at our own destination, but also that our family, friends and the person next to us on the road all do as well."

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.

Blessing of the Roads was first coordinated by the RoadWise Program in 1999. 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. Achieving this vision requires shared responsibility where we all have a role to play in working towards a safe system.

The Blessing of the Roads will commence at 7am, Friday the 18th of March at the Tanker Jetty Headland and the ceremony will be followed by a community breakfast. All community members are welcome to attend.

**Ends**

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## **MEDIA CONTACT:**

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