



## Shire of Esperance

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# LOCAL ART FOR ROAD SAFETY

This Easter in a bid to raise awareness of road safety the Shire of Esperance RoadWise Committee has worked with 15 year old local artist and Esperance Anglican Community School student Toby Griffiths to help bring relevance to the RoadWise white cross display.

Last year the Committee displayed white crosses representing the number of lives lost on the roads year to date. Following feedback from the community that the display had been effective the Committee planned the initiative again but decided to find a young local artist who could help strengthen the message of the display. Toby was provided with a banner, paint and given the message "Don't get crossed out on the roads this Easter" to work with. He then developed a design and completed the work in time for the Easter Blessing of the Roads event.

RoadWise Committee member Victoria Brown spoke of the significance of the partnership. "Youth are particularly at risk on our roads. From 2004 to 2013, twenty two percent of all fatal and serious injury crashes in our region fell within the 17-24 year old age bracket. The Esperance RoadWise Committee is always looking for ways to engage youth in our initiatives and we were thrilled when Toby committed to delivering the project."

The white crosses will be displayed in front of the Esperance Police Station with Toby's banner this Easter to act as a visual reminder to motorists to drive safely through the holiday period.



Esperance Anglican Community School student Toby Griffiths with Roadwise Committee's Victoria Brown

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**Ends**

### **MEDIA CONTACT:**

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