



MEDIA RELEASE

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ROADWISE BLOW ZERO CAMPAIGN

The Shire of Esperance RoadWise Committee and Esperance Police are launching a Blow Zero campaign in the lead up to Easter.

Esperance Police Officers and the Shire of Esperance RoadWise Committee are dedicated to reducing road trauma in Esperance and the greater Goldfields-Esperance District.

From Monday 20 March, Esperance Police may request your name and contact number if you are stopped for a preliminary breath test and provide a zero alcohol reading. The names collected go into a weekly draw to win a \$50 fuel voucher to reward drivers for good driving behaviour. This also recognises drivers who are complying with the drink driving legislation and encourage more people not to drink alcohol and drive.

The Shire of Esperance RoadWise Committee and Esperance Police would like to thank Esperance Toyota for supporting this campaign through the sponsor of the weekly prizes. Each draw will be on a Friday at 3pm, the first will be on 24 March and the last draw will be on Good Friday.

Shire President Victoria Brown said, "The Esperance RoadWise Committee and our local police work hard to get out strong positive messages all year. This campaign is aimed at reminding everyone not to drink and drive, and encourages responsible safe driving. Please enjoy your Easter with your family and friends this year and Blow Zero when out driving."

RoadWise Committee member Tiffany Brown said, "We are hoping to not only reward good behaviour with this initiative but also raise awareness of safe driving practices in the lead up to Easter. Holidays are notorious for being dangerous times on our roads and we want to see our community stay safe over the Easter period."

Senior Sergeant Richard Moore from Esperance Police Station said, "Any initiative to reduce road trauma is a good initiative. It is pleasing Esperance Police can reward good driver behaviour and not always be seen to penalise unlawful driving in the lead up to Easter."

Ends

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Attachment: RoadWiseBlowZero.jpeg

Image: Esperance Toyota Dealer Principal Russell Bridge, Shire of Esperance President Victoria Brown, Esperance Police Senior Sergeant Richard Moore, and Esperance Toyota Service Manager Brian Colliver