



Simon Corbell MLA

ATTORNEY GENERAL
MINISTER FOR POLICE AND EMERGENCY SERVICES
MINISTER FOR THE ENVIRONMENT AND SUSTAINABLE DEVELOPMENT
MINISTER FOR TERRITORY AND MUNICIPAL SERVICES

MEMBER FOR MOLONGLO

MEDIA RELEASE

ROAD SAFETY PROGRAM ENCOURAGES US TO 'SHARE THE ROAD'

Attorney General, Simon Corbell, today announced the launch of a new road safety program intended to encourage all road users to 'Share the Road'.

"Each year, an average of 14 people are killed and 565 people are injured through crashes on ACT roads," Mr Corbell said.

"Many of these crashes could be avoided if drivers and riders took a more careful approach to their driving and riding."

This new road safety program demonstrates the 'right thing' to do and promotes the idea that all road users should 'share the road'.

"We are presented with many choices when we use the road, but if we obey the road rules and display courtesy we begin to adopt a mindset of sharing the road with other road users. This approach can contribute to reducing injuries and potentially save lives," Mr Corbell said.

The "Share the Road" road safety program focuses on vulnerable road users such as pedestrians, cyclists and motorcyclists. The program shows potentially dangerous situations commonly encountered in the ACT, and demonstrates how appropriate behaviour reduces the risk to everyone"

The program focuses on road user behaviour affecting cyclists in green lanes, buses at bus stops, tailgating and pedestrians at crossings.

The Share the Road campaign includes television and cinema and roadside variable message signs.

It will be launched on the 30th September and will run for all of October 2011, with a second campaign planned for early 2012.

Statement Ends: Friday, 30 September 2011

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