

media release

SA Metropolitan Fire Service



MFS urges a safe summer on our roads

Wednesday, 1 December 2010

The first day of summer marks the start of the festive season - and traditionally one of the most dangerous periods on South Australian roads.

That's why the Metropolitan Fire Service (MFS) will be reinforcing a powerful road safety message to high school students who look forward to a summer filled with road trips to the beach, parties and holiday destinations.

Firefighters will deliver the Road Awareness Program (RAP) to Year 11 students at Concordia College on Wednesday, 1 December 2010 from 9.00 am.

RAP is emotional and confronting, but leaves students feeling empowered, knowing they can lead the way in being safer on our roads.

MFS RAP Coordinator, Rod Campbell said summer can be a difficult time for firefighters, due to the road trauma they deal with so close to Christmas and the new year.

"Last summer, we lost nearly 40 people on South Australian roads in just three months. With concentration and commonsense, this could have been avoided.

"This summer, we want South Australians to enjoy the festive season with families and loved ones, not distraught at losing someone important to them. Through concentration and commonsense, we can save lives this summer," Station Officer Campbell said.

Road crash survivor, Tyele Riddle will co-present RAP at Concordia College. Tyele is quadriplegic due to a road crash in 2008. She takes responsibility for her crash and shares how she continues to live with the consequences.

Sixteen to 24 year olds are over-represented in road fatality and injury statistics, prompting the MFS to target licence aged drivers with the Road Awareness Program. However, the RAP message applies to all road users this Summer, including pedestrians.

Media are welcome to attend the RAP presentation at Concordia College. Road crash survivor, Tyele Riddle, MFS Station Officer, Rod Campbell and Concordia students will be available for interview.

For media enquiries and interviews call the MFS Media Line on (08) 8204 3770

Further information for the public:

Call the MFS Community Education Department on (08) 8204 3611 during business hours.

Country callers 1300 737 637.

www.mfs.sa.gov.au