



Protecting local  
communities

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## PRESS RELEASE

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### **BEREAVED PARENTS & EMERGENCY WORKERS TELL THEIR STORIES OF ROAD ACCIDENTS**

Road safety officers, paramedics, traffic officers and bereaved parents will be joining Cleveland Fire Brigade during National Road Safety Week to increase awareness of road safety among young drivers.

Over 4000 students from colleges across Hartlepool, Middlesbrough, Stockton and Redcar and Cleveland Districts will be seeing a presentation involving real life incidents during the week, which takes place between 23-29 November 2009. The first show will take place on Monday 23 November at Hartlepool College of Further Education starting at 11am.

The aim is to reduce death and injuries on our roads as last year in Cleveland 18 people were killed, 185 seriously injured and a further 1582 had minor injuries.

Jan Woodward who lost her daughter Kelly in a collision in Billingham will be joining the roadshows. Part of the presentation tells Kelly's story and another parent, George Galli-Atkinson, who also lost his daughter in a collision, will be a guest speaker at two of the events (26<sup>th</sup>/27<sup>th</sup> Nov)

Jimmy Ruse, Research and Development Manager said: "Our Learn and Live campaign is specifically aimed at 17 to 25 year olds when they may be embarking on becoming new drivers if they aren't all ready. Many think they are invincible but as we all know this is not the case.

"The presentation uses 'Impact education' and realistic films, showing the consequences of irresponsible driving. Firefighters, paramedics and Police Officers who regularly deal with the aftermath of road traffic collisions, also speak about previous experiences.

"We are delighted that George Galli-Atkinson who travels the country to speak about the consequences of dangerous driving using his own experience can join us at two of the events.

"We hope that by viewing our presentation, young people will be more responsible when driving and help make our roads safer. The road shows have been greatly received previously, and we have had to add extra dates to accommodate all the colleges who have requested it."

Dates of presentations:

- Mon 23rd Nov Hartlepool College of Further Education
- Tuesday 24th Nov Hartlepool College of Further Education (A.M)  
Redcar and Cleveland College. (P.M)
- Wednesday 25th Nov Macmillan College
- Thursday 26th Nov M'bro College
- Friday 27th Nov M'bro College
- Monday 30th Nov Stockton Riverside College
- Tuesday 1st Dec Bede college Billingham
- Wednesday 2nd Dec Prior Pursglove Guisborough

For more information and PICTURE OPPORTUNITY please contact Jimmy Ruse on 07740 152982

Press release issued by Rachel Fawcett, Communications Officer. Contact on 01429 872311