



# Media release

For immediate release

Date: 15 November 2013

## Wear a white ribbon for road safety

The city is partnering with the Western Australian Local Government Association's (WALGA) RoadWise Program to take part in the White Ribbons for Road Safety campaign, which runs from 17 November 2013 until 6 January 2014.

With the festive season fast approaching, the campaign is a timely reminder that everyone is responsible for ensuring the roads are safe during this busy period.

The campaign encourages everyone to do the right thing on the roads – do not drink drive, drive tired or speed and wear a seat belt at all times.

Mayor Henderson said: "The city is committed to improving safety on our roads. We support the state's White Ribbons campaign as a positive step towards reducing the number of fatalities this festive season."

She continued: "I encourage everyone to help us raise awareness of the importance of road safety by wearing a white ribbon."

Residents can pick up a ribbon to show their support from the city's Administration Centre, 241 Rokeby Road, Subiaco, free of charge or by contacting the city by email to [city@subiaco.wa.gov.au](mailto:city@subiaco.wa.gov.au) or on 9237 9222.

The White Ribbons campaign is focused on promoting the state government's *Towards Zero* vision in line with the state road safety strategy.

For more information about the campaign, visit the RoadWise website [www.roadwise.asn.au](http://www.roadwise.asn.au)

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### **Notes to Editor**

The City of Subiaco is recognised as a local government leader in a range of areas such as environmental and social initiatives, and long-term planning for the future. It is located in the inner metropolitan area of Perth and includes the suburbs of Subiaco, Daglish and parts of Nedlands, Shenton Park, Crawley and Jolimont. A major centre for employment with a diverse and growing business sector, the city provides important services, including waste collection, town planning and public recreation facilities, to more than 19 000 residents. The city aims to maintain its vibrant sense of community and enhance the lives and well-being of everyone who lives, visits and works in Subiaco. For more information about the City of Subiaco, visit **[www.subiaco.wa.gov.au](http://www.subiaco.wa.gov.au)**