

## MEDIA RELEASE

Road Trauma Support Services Victoria's annual walk to raise awareness of the need for safer speeds on our roads is at Albert Park Lake on Sunday 6 May #shinealightonroadsafety.

The **Shine a Light on Road Safety** campaign aims to bring the community together to advocate for safer roads and to raise funds to support those impacted by road trauma.

"Everyone is invited to come and walk with us," said Cameron Sinclair, chief executive officer of Road Trauma Support Services Victoria (RTSSV).

"As a community, it is vital that we share the responsibility for stopping the deaths and injuries on our roads," Mr Sinclair said.

"We must also come together in support of the people in our midst who live with the reality of road trauma, be they bereaved family members and friends, the injured, drivers involved in road crashes, emergency service workers and witnesses.

"The road toll reaches far beyond the number of deaths and injuries counted each year."

Mr Sinclair said the community organisation had experienced a 500 per cent increase in people using its services over the last four years partly due to the tragic events in Bourke Street in January 2017.

"It might take days, weeks or even months before people impacted by road trauma realise they may need some help," Mr Sinclair said.

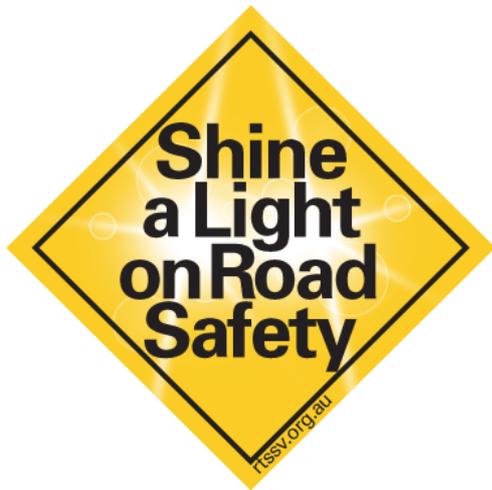
The community walk, starts the week-long Shine a Light on Road Safety campaign. Some Australian landmark buildings will be illuminated in yellow, as part of the National Road Safety Week and on Friday 4 May motorists will be invited to turn on their headlights in support.

The Shine a Light on Road Safety campaign has the support of the Victorian Government, the TAC, VicRoads and Victoria Police.

Road Trauma Support Services Victoria offers free information, support and counselling to anyone impacted by a road collision 1300 367 797 | [www.rtssv.org.au](http://www.rtssv.org.au)

Media contact details:  
Bronwyn Saville  
[bronwyn.saville@rtssv.org.au](mailto:bronwyn.saville@rtssv.org.au)  
Mobile: 0400 335 004

**1300 367 797**  
**[www.rtssv.org.au](http://www.rtssv.org.au)**



## SHINE A LIGHT ON ROAD SAFETY

We all share a responsibility to stop the deaths and injuries on our roads. Road Trauma Support Services Victoria's **Shine a Light on Road Safety** campaign raises awareness of the need to slow down and take care, and raises funds to help people impacted by road trauma. #shinealightonroadsafety.

**Sunday 6 May: join a community walk** at Albert Park Lake, Melbourne, to advocate for safer roads.

**Friday 4 May: turn on your headlights** in support of road safety and to recognise all people impacted by road trauma.

## ILLUMINATIONS

Australian landmarks will be illuminated in yellow to Shine a Light on Road Safety from Monday 30 April to Sunday 6 May as part of National Road Safety Week. Thanks to the support of key partners, including the Victorian Government, the Transport Accident Commission (TAC), VicRoads, Victoria Police and campaign sponsors.

## OUR CAMPAIGN MESSAGES

- Road safety is everyone's responsibility.
- We need to speak out against road trauma.
- RTSSV's counselling and support services are available free and for an unlimited time to anyone impacted by road trauma.

## OUR ORGANISATION

Road Trauma Support Services Victoria is a not-for-profit organisation contributing to the safety and wellbeing of Victorian road users. We provide counselling and support to people impacted by road trauma, and address attitudes and behaviours of road users through education. We are committed to educating the community and raising public awareness about road trauma and how it affects people's lives. We do this in part by sharing personal stories about road trauma.