



Elizabeth Quay to Shine a Light on Road Safety

Road Trauma Support WA is joining with the Road Safety Commission to **Shine a Light on Road Safety** in 2016 to highlight the devastating impact of road trauma on thousands of Australians each year.

The campaign will be run during Yellow Ribbon National Road Safety Week which runs from 2-8 May 2016 across the country.

The Shine a Light on Road Safety campaign originated in Victoria in 2013 and spread throughout the rest of Australia for the first time last year.

It's a timely reminder given the recent horrific road crash statistics that WA has recorded already for 2016.

The Road Safety Commission's [report](#) for the first quarter of 2016 revealed that 52 people died on our roads between January 1 and March 31st – with young males, those in country areas and motorcycle riders over represented in the crash data.

Road Trauma Support is asking all motorists to **Shine a Light on Road Safety** by switching on their headlights on Friday May 6th to raise awareness about road safety and to share the hashtag #shinealightonroadsafety.



**Road Trauma
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Road Trauma Support WA is also working alongside the SARAH group (Safer Australian Roads and Highways) to raise awareness of Yellow Ribbon Road Safety Week by illuminating notable Australian landmarks across the country.

Perth will join other State capitals by illuminating iconic city buildings during the week, with Perth's Council House and The Bell Tower to be lit up and for the first time Elizabeth Quay will be illuminated in yellow on May 2 and 3 to help Shine a Light on Road Safety in 2016.

Road Trauma Support WA's Patron and the director of the WA State Trauma Unit at Royal Perth Hospital, Dr Sudhakar Rao has thrown his support behind the campaign as it works to try to effect positive behavioural changes on our roads.

"I personally treat the physical devastation that road trauma wreaks on far too many people in our community.

"If we can all Shine a Light on Road Safety I know that together we can all make a difference," Dr Rao said.

Shine a Light on Road Safety is a national campaign to raise awareness about road safety, to try and stop deaths and injuries on our roads and to highlight the effects on the thousands in our community affected by road trauma each year.

One of the key messages for Shine a Light on Road Safety 2016 is to #stopdrivingblind and we are asking as many West Australians as possible to share the hashtag across various social media channels.

We need help raising awareness about the Shine a Light on Road Safety campaign and Road Trauma Support WA and the work we do in the West Australian community.

Road Trauma Support WA is a free service offering support to all West Australians directly or indirectly affected by road trauma.

There are still many West Australians out there who don't know we exist and it is important for more people to know that we are out there and that they have support if and when they need it.



Please join us and turn on your headlights on Friday May 6 and
#shinealightonroadsafety#rtswa#stopdrivingblind.

For further information or media enquiries please contact:

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