



News

Communications Unit

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95 Alive Takes Road Safety Campaign to Summer Events

95 Alive the York and North Yorkshire Road Safety Partnership is taking the campaign to save lives to summer events across the County.

Working with North Yorkshire County Council Road Safety and Travel Awareness Officers, Police, and Fire and Rescue they've already attended a series of summer shows and festivals including the Dalby Mountain Bike World Cup, North Yorkshire County Show, Masham Steam Fair, the Great Yorkshire Show and Culture Shock a music festival for young people held in Northallerton.

They've also attended Concerts in Dalby Forest and been to high profile motorcycling show's such as the Cock O the North at Olivers Mount in Scarborough. There are also plans to attend the Ryedale Show, the Wensleydale Show, the Nidderdale Show and the Whitby Regatta, plus any other events they can cover.

Campaigns target Young drivers, older drivers, motorcyclists, drink /drug driving, seat belts and in car safety. Summer events give officers the chance to talk to members of the public giving advice and information on how to keep them and their families safe on North Yorkshire's 5,500 miles of roads.

North Yorkshire Fire and Rescue's expert Extrication Team gave demonstrations at the Great Yorkshire show on how to rescue injured people from a wrecked car, with a reporter from Radio York volunteering to be one of the victims.

At Culture shock and the Great Yorkshire show a road safety quiz raffle was held. The prizes were two bikes supplied by Cowley Cycles of Northallerton , plus four £50 ticketmaster vouchers.

The winners were :Culture Shock – Winner of the Bike Liam Wilson, Knaresborough; Ticketmaster Vouchers Kier Mackie, Colburn and Catherine Barnes, Thornaby,
Great Yorkshire Show - Winner of the Bike -
John Lawson, York; Ticketmaster Vouchers: Ben Thompson, North Newbald, Jonathan Lappin,, Northallerton.



DAY OF ACTION – PRESS DAY – NOTICE FOR PRESS

Janet Gleeson for more information on 01609 798304