



News

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Competition launched to spread road safety message

Students from across North Yorkshire are being asked to get involved and get creative to help develop a major new road safety advertising campaign.

The 95 Alive York and North Yorkshire Road Safety Partnership has launched competitions for young people aged 11 to 16 and for college or university students to help develop a range of new radio adverts to raise awareness of road safety issues on the county's roads.

The 11 to 16 competition sets students the task of producing a 30 second script and advert which tackles one of 95 Alive's key campaign areas of in car distraction, seat belt use, drink or drug driving, speeding and safe driving.

Four entrants will be shortlisted and will get the chance to travel to TFM radio's studios where they will record their advert with TFM's professional production team. The radio station's listeners, along with visitors to the partnership's Roadwise website, will then vote for the winning advert which will be aired for a two week period on radio stations across North Yorkshire.

The brief for college and university students expands the scope of the competition to the actual production of a 20, 30 or 40 second radio advert. The winning advert will be aired throughout 2010 to coincide with 95 Alive's road safety campaigns.

North Yorkshire County Councillor John Fort, Cabinet member for Road Safety said:
"This is a great opportunity for young people in North Yorkshire to get involved and help to improve the safety of our roads.

"We hope that the adverts, along with the other materials we are producing will have a positive effect in further reducing the numbers of people killed and seriously injured on our roads from a number that is already at its lowest for 20 years."

Packs containing details of the competitions are being sent to Principals, Headteachers, Heads of Drama & Media Studies and Heads of Sixth Form at schools and colleges

across North Yorkshire, as well as local universities. Details can also be obtained on the Roadwise website at <http://www.roadwise.co.uk/competition> or by calling Hayley Stewart on 01287 610404.