



# News

## **Communications Unit**

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[www.northyorks.gov.uk](http://www.northyorks.gov.uk)

## **Council launches search for faces of road safety**

Road Safety groups from across North Yorkshire have today launched a search for local residents to become the faces of new road safety campaigns in the county.

North Yorkshire County Council and the 95 Alive York & North Yorkshire Road Safety Partnership is currently developing a range of new campaigns aimed at reducing the number of people killed or seriously injured on North Yorkshire's roads.

As part of this they want local residents to come forward and say why they want to appear in the campaigns on posters, billboards and leaflets highlighting the messages of the road safety partnership.

The campaigns being developed will aim to increase the use of seatbelts and highlight the dangers of distractions whilst driving.

The council is specifically looking for:

- A young boy or girl aged 4-7 to take part in the seatbelts campaign.
- A man aged 25-35 to appear in the distractions campaign.
- A family with children aged between 4 and 10 also to appear in the distractions campaign.

The chosen models need to reflect everyday people who live and work in North Yorkshire. The partnership is not looking for glamorous, professional models, just real people who want to support the campaign.

"These campaigns are a vital element in our drive to make the roads of York and North Yorkshire safe for all to use," said County Councillor John Fort, Executive Member for Road Safety. "I urge people to volunteer for this extremely worthwhile cause."

Anyone interested can apply through [www.northyorks.gov.uk/roadsafetycompetition](http://www.northyorks.gov.uk/roadsafetycompetition) or by calling 01287 610404 and asking for an application form. Applicants will be required to provide a recent photograph of themselves as part of the process.

Applications need to be submitted no later than 12 midnight on 13 February 2009.

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### Further Information

North Yorkshire residents can enter using any of the following methods:

- Complete an online application or pdf through the North Yorkshire County Council website
- Call 01287 610404 and request a pdf application to be emailed or a hard copy application to be posted out.
- Email [office@dtw.co.uk](mailto:office@dtw.co.uk) to request a pdf application form to be emailed or a hard copy application to be posted out.

**All applications must include a recent photograph. Applications without photographs will not be considered.**

**Hard copy applications should be returned to DTW at the address below:**

FAO Hayley Stewart  
DTW  
Bank Chambers  
Market Place  
Guisborough  
TS14 6BN

The 95 Alive York and North Yorkshire Road Safety Partnership is a partnership of local authorities, emergency services and other agencies that have a common interest and duty to reduce the number of people who are killed and injured on the roads of York and North Yorkshire. They have set themselves a target to save an additional 95 lives by the end of 2010. This is over and above the 40 per cent reduction in casualties that is already demanded of them by Government.