

World Day of Remembrance for Road Traffic Victims

World Day of Remembrance for Road Traffic Victims took place in Minsk, Belarus on November 17, 2013. In the framework of the Day of Remembrance Belarusian Auto Moto Touring Club (BKA) carried out the actions dedicated to remembrance of the killed in road accidents in Belarus and once again drew attention of the population to the problems regarding road safety.

As a part of the action BKA decided to honor the memory of the victims dead in road accidents in Belarus for the last three months and released into the sky balloons featuring the names and ages of the victims. The color of the balloons was chosen for a reason - white color symbolized the souls of the dead in the accidents.



BKA also visited the church where after memorial service placed some candles in the memory of the victims of road accidents.



Another essential part of the action was the preparation of the unique printed materials in the Russian language especially for the Day of Remembrance for Road Traffic Victims. During the action road users were distributed leaflets calling for safe behavior on the road.



On the one hand, the action in the framework of the World Day of Remembrance for Road Traffic Victims is the ability to honor the memory of the killed and injured in road traffic accidents, and on the other hand, the project's main target is to influence road users behavior and to make every road user think about the consequences which result from road rules violation.



The main slogan of our action was “Isn’t it enough?” (the last picture). It meant that we should make all necessary efforts to reduce the number of victims dead and injured in road accidents.