**Activities during World Day Of Remembrance for Road Traffic Victims-2014**

*In partnership with Noida Traffic Police TRAX will observe* ***World Day Of Remembrance for Road Traffic Victims-2014*** *on* ***16th Nov’14*** *as per the following schedule.*

Place- Intersection of Sector-60 Noida, Gautam Budh Nagar, a Suburb of New Delhi has been identified to observe WDR-2104.

* Pray for Road Crash Victims.
* To showcase the impact of a Road Accident to the masses, two actually Crashed Car and a Motorcycle will be displayed along with awareness messages around it.
* We chose Sector-60 intersection due to its being a most Accident Prone Area. In the Remembrance of 277 Road Traffic Victims, we’ll pay homage to the departed souls and Candle Light Vigil will be held at the venue.
* General masses and Senior Police Officials from Noida Traffic Police along with other dignified personalities will participate in this program.

In addition to ***World Day Of Remembrance for Road Traffic Victims-2014***, we are simultaneously running a 15 days Mass Awareness Campaign for Road Safety from 13th Nov’14 to 27th Nov’14.

* Place- Delhi Noida Direct Flyway (DND Flyway)
* This campaign is being supported by Noida Traffic Police and DND Flyway (Noida Toll Bridge Company).
* Every day around 200000 vehicles passes by DND Flyway thus during 15 days campaign we will Sensitize a good chunk of masses.
* More than 50 Hoardings will be placed at DND Flyway.
* This campaign will cover major Road Safety Aspects e.g. Don’t Drink and Drive, Seat Belt On, Helmet On and Over Speeding.
* In continuation of our ongoing **Helmet India Project** which has been designed to promote Helmet Wearing Culture in India, a **Motor** **Bike Rally** will also be organized in Noida.

**About Trax**

Trax Sports Society (TRAX) is a New Delhi based Registered Road Safety NGO under Society Registration Act-1860 with 12-A and 80-G Certifications. Trax was founded on 31.10.2007 with a mission to prevent Road Users from Road Traffic Injuries and Road Accident Deaths in India. Our approach for addressing Road Safety Issues is Psychological in nature which aims to ‘Change the Mind set’ of Road Users in favour of creating Safe, Secure and Accident Free atmosphere on Roads.

**TRAX** is engaged in various projects pertaining to ‘Better Road Sense and Road Safety’ Issues. The prime area of working consist different drives with a ‘Psychological Approach’ to the subject matter.

**Our Mission** is not only to Spread Awareness on ‘Better Road Sense and Road Safety’ amongst the masses but to ‘Instil’ the same in the day to day behavioural pattern of the Society Members.

**Our Social Media Handles are:**

<https://www.facebook.com/trafficzamdelhi>

<https://twitter.com/Trafficzam_DEL>

**Website**

[www.trafficzam.com](http://www.trafficzam.com)

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