



Ashburton District Council

Media Release

Date: 15th November 2010

From: Rachael Chapman – Road Safety Coordinator

Subject: World Day of Remembrance for Road Traffic Victims

Ashburton's first ceremony commemorating the World Day of Remembrance for Road Traffic Victims is to be held on the 22nd of November at 9.30am on the East Street Green near the Ashburton Information Centre. This will be followed by a morning tea at the Ashburton District Council. A native tree will be planted to commemorate the day and a memorial plaque will be placed in tribute. The Mayor will officiate over the event and the Hakatere Marae Komiti will perform a Karakia.

World Day of Remembrance for Road Traffic Victims originated in 1993 by RoadPeace, the UK charity for road traffic victims, as a response to road crash victims' need for the same public recognition that is given to victims of other types of crime, disaster or war.

It is also a day to commend the work of those involved in the aftermath of a crash – including fire, police and ambulance teams, doctors, nurses and counsellors. An annual day of remembrance brings to attention the devastating impact of road deaths and injuries.

Almost 4,000 people are killed and many hundreds of thousands injured on roads throughout the world every day. It is a sad fact that many New Zealanders are dying on our roads each year. In the past 12 months in there have been over 400 deaths in New Zealand with 40 in Canterbury.

Road Safety Awareness ribbons will also be handed out at the ceremony as a tribute to those who we have lost. These will also be available from Council reception. If you wish to attend the event, please contact Rachael Chapman, Road Safety Coordinator on 307 7784 or rachaelc@adc.govt for catering purposes.