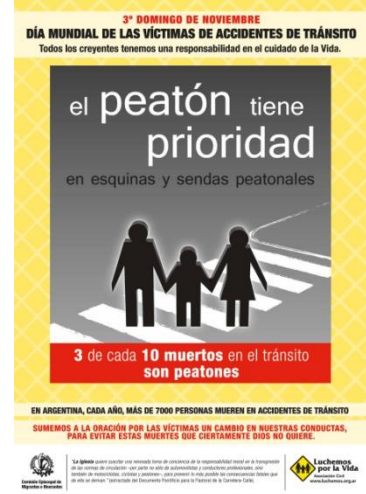


AMERICA SOUTH

COUNTRY	CITY	ORGANIZATION
Argentina	Bogotá	Luchemos por la Vida Asociación Civil
SUMMARY		
<p>“The “World Day of Remembrance for Road Traffic Victims 2017” was commemorated Luchemos por la Vida developed several activities dedicated to their memory and aimed at changing this tragic reality, among them: a press release was sent to over 1500 Argentinian mass media: radios, TV channels, news agencies, online portals and other audiovisual media, with an awareness message that was consequently disseminated by many of them.</p> <p>Press Release http://www.luchemos.org.ar/en/news-en/189-790-deaths-in-25-years-19-11-world-day-of-remembrance-for-road-traffic-victims</p> <p>Luchemos por la Vida also sent a letter to the Pope reminding him of the Remembrance Day and asking him for a prayer for the victims. Besides, with the adhesion of the Episcopal Commission for Migrations and Tourism, Luchemos designed and printed 10,000 posters that were sent to every Christian church and parish in Argentina. This poster is aimed at remembering everybody’s responsibility and involvement in the care for life on streets and roads through a responsible behavior, this year dedicated especially to the importance of respecting pedestrian priority, which is a group that every year increases its protagonism in serious crashes with high mortality rates.”</p>		
PICTURES		
		
COUNTRY	CITY	ORGANIZATION
Brazil	Belém - Pará	Department of Transit of the State of Pará (Detran)
SUMMARY		
<p>“A march followed by the celebration of a religious worship marked the World Day of Remembrance for Road Traffic Victims by The Department of Transit of the State of Pará (Detran), promoted on November 19th. The march happened through the city center, passing through great avenues and historical landmarks, with the purpose of making the day a reflection on the victims of traffic disasters as an opportunity to give solidarity to family, friends and all those who suffered with the loss of loved ones. The actions worldwide carried out on this date seek to make society and public entities aware of the importance of assuming a commitment to road safety.”</p>		
PICTURES		



