**Using this template press release:** simply fill in or amend the highlighted parts below with details of your Road Safety Week activities, then paste the whole thing into an email and send to your local newspapers, radio stations and TV. Paste the headline into the subject bar. Please copy in [info@brake.org.nz](mailto:info@brake.org.nz) so we know about it.

***Don’t forget to delete this box and get rid of the highlighting.***

**PRESS RELEASE from [Your organisation name]**

**For immediate release**

**Contact [name] on [phone] or [email]**

**[Your organisation] is recognising Road Safety Heroes and raising awareness during Road Safety Week**

[Your school/organisation] is taking part in Road Safety Week (12-18 May), coordinated by Brake, the road safety charity, and sponsored by NZ Transport Agency Waka Kotahi and Beca. The theme of the week is *Road Safety Heroes*. Across the country, hundreds of organisations, schools and community groups will be recognising all those who work to make our roads safer and support people following a crash, from emergency services to road workers, school crossing patrols and others.

As part of the campaign, [your school/organisation] is running [provide brief details on your activity – one or two sentences on what you’re doing, when, where, who it’s aimed at, and what you’re trying to achieve. You could include here details of your Road Safety Heroes if you are recognising any locally].

Brake is encouraging everyone to recognise those who are working to make our roads safer and support people after a crash, and to be a Road Safety Hero themselves, doing everything they can to keep themselves and others safe on the road. By taking part in Road Safety Week, you can help inspire other people to be a Road Safety Hero, schools to teach young people about road safety and how they can be Road Safety Heroes, and organisations to step up their policies and procedures to ensure that their employees are safe on the road.

People are also urged to Go Yellow for Road Safety Week, to raise awareness of road safety by wearing yellow or displaying a yellow ribbon. [If you are running Go Yellow activities you could mention them here if not included above.]

Everyone can get involved by raising awareness of Road Safety Week with others, or by nominating and celebrating your own local Road Safety Hero. Brake will be highlighting a number of Heroes throughout the week, and communities and organisations can recognise their own heroes too, for example through an Awards Ceremony or sharing them on social media.

**Caroline Perry, NZ director at Brake, said:** “Everyone should be able to get around in safe and healthy ways, every day. There are lots of people who work to make our roads safer, to save lives when crashes happen, and to support those affected by crashes. This year in Road Safety Week we want people to join us in acknowledging all those who work to save lives on roads across the country – and recognise that we can all be road safety heroes by using roads safely and taking actions for road safety in our families, schools, communities and where we work.”

***[Insert name and title of your representative], said:*** *“[If you would like to add your own quote about why you’re supporting Road Safety Week, add it here – otherwise, remove this text]”*

**[If you are not running an event, or you do not want media to attend, please remove this text]**

**Media are invited to attend [name of event]**

**WHERE:** [name and full address of venue]

**WHEN:** [time and date]

**CONTACT:** [full name, title and phone number of your primary contact person]

**For media enquiries, interviews with Brake, and to find out about Road Safety Week events across NZ, contact** [**info@brake.org.nz**](mailto:info@brake.org.nz)**.**

**Find out more about** [**Road Safety Week**](http://www.roadsafetyweek.org.nz)**. Tag us on social media: @brakenewzealand, #RoadSafetyWeek**

**Notes for editors**

**About Brake**

[Brake](http://www.brake.org.nz) is a national road safety charity that promotes road safety and campaigns against the carnage on New Zealand roads. It does this by running a number of initiatives including a service for fleet and road safety professionals. Brake coordinates national [Road Safety Week](http://www.roadsafetyweek.org.nz/) each year. It is also fundraising to improve support for families bereaved and injured in road crashes. To support Brake, go to [www.brake.org.nz](http://www.brake.org.nz). Support books for children and adults bereaved in road crashes are available for free to families by contacting Brake on [info@brake.org.nz](mailto:info@brake.org.nz) or 021 407 953.

Brake was founded in the UK in 1995, and now has domestic operations in the [UK](http://www.brake.org.uk/) and New Zealand and works globally to promote action on road safety.

*Road crashes are not accidents; they are devastating and preventable events, not chance mishaps. Calling them accidents undermines work to make roads safer, and can cause insult to families whose lives have been torn apart by needless casualties.*

[If you would like to include your company/organisation boilerplate, drop it in here – otherwise, remove this text]