



PROVINCE OF KWAZULU - NATAL - ISIFUNDAZWE SAKWAZULU - NATALI

DEPARTMENT OF TRANSPORT
UMNYANGO WEZOKUTHUTHA

Media Alert

Date : 01 March 2007

To : All Editors/ Reporters

Pedestrians Road Safety Campaign Launch.

The KwaZulu-Natal Department of Transport in partnership with Kaizer Chiefs Football Club will host a press conference to brief media about their partnership on pedestrian road safety campaign in **Durban (Royal Hotel) on 5 March 2007 at 7H30.**

In the past years the number of road fatalities involving pedestrian has increased hence The KwaZulu-Natal Department of Transport has declared 2007 as a year of pedestrians. According to KwaZulu-Natal Department of Transport Head of Department Dr K.B. Mbanjwa, the collaboration with Kaizer Chiefs F C is aimed at running a pilot programme for three months ending in May 2007, which would be rolled out accordingly to include other soccer clubs if found to be effective and having positive impact in changing behaviour of pedestrians or road users.

The KwaZulu- Natal MEC for Transport, Community Safety and Liaison said soccer is the game of millions, a game of the masses. The most watched sport in South Africa. The fact that World Cup 2010 is heading to our shores makes the sport even more attractive as a medium on which to embark on a comprehensive campaign to minimise road fatalities.

Issued by

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