

## **MEDIA STATEMENT**

**Date : 14 March 2007**  
**To : ALL Editors / Reporters and PR wire**  
**Re : Media Statement**

### **CELE DISPELS RUMOUR ON BIASNESS REGARDING SOCCER PARTNERSHIPS**

The KwaZulu-Natal MEC for Transport, Community Safety and Liaison, Mr. Bheki Cele has dispelled all rumours about his department forming partnerships with Gauteng PSL teams in favour of KZN teams which lack a financial muscle. This comes after a malicious article published in one of the KZN weekly newspapers, which indicated that the department had sponsored a game between Kaizer Chiefs and Bloemfontein Celtics on Saturday at ABSA stadium.

"The Department of Transport has embarked on a mission to promote pedestrian safety through partnerships with football clubs simply because most of the soccer supporters are pedestrians therefore road safety messages are effectively conveyed through such initiatives. The majority of pedestrian accidents occur as a result of pedestrians jaywalking, crossing freeways, not wearing bright coloured clothing at night and drinking and walking. Road safety education programme will run concurrently with law enforcement activities in ensuring 100% compliance" said Cele.

MEC Cele indicated that the games between Amazulu FC vs Orlando Pirates FC and Kaizer Chiefs vs Bloemfontein Celtics that were played last weekend were used as a pilot to measure the impact of spreading road safety messages through soccer matches and it was a huge success. "I wish to indicate that none of the teams that played over the weekend received any money from the department. The only money spent was that of pushing forward the message of road safety. Furthermore the Department of Transport had an influence in bringing the game between Kaizer Chiefs and Bloemfontein Celtics to Durban as it was Kaizer Chiefs' home game," said Cele.

MEC Cele also indicated that his department will form partnerships with all PSL teams in KwaZulu-Natal to promote pedestrian safety as statistics have shown that most people that have lost their lives on the road fatalities are pedestrians.

Cele further indicated that a roll-out of this campaign would be effective through all the PSL soccer games that would be played in KwaZulu-Natal province.

“The Department of Transport welcome all initiatives that promote road safety regardless of where they come from. I also want to urge the support of all road users to support road safety initiatives as the country requires a united and a collective effort by all role-players in making road safety a priority. I would also like to urge the media to support such initiatives as they form a critical part of nation building,” said Cele.

**Issued By:**

Office of the MEC for Transport, Community Safety and Liaison  
Media contact -Nonkululeko Mbatha  
Cell: 083 645 6252  
E-mail: [nonkululeko.mbatha@kzntransport.gov.za](mailto:nonkululeko.mbatha@kzntransport.gov.za)