



ASIPHEPHE MESSAGE WHICH WALKS THE TALK AT THE COMRADES EXHIBITION

The KZN MEC for Transport, Community Safety and Liaison, Mr Bheki Cele encourages all runners to pop over to the Asiphephe – Let us be safe, road safety stand which will be at the Bonitas Comrades Experience exhibition at the Durban Exhibition Centre from 14 – 16 June 2007. All runners are encouraged to collect their free reflective armband from the stand. One of the primary focus areas of the KZN Department of Transport is to encourage all pedestrians and runners to ensure they are visible on the roads, and the armbands that are given out to the Comrades runners and other members of the public is in support of this key road safety message”

The MEC is passionate about reducing the high incidents of pedestrian fatalities and has declared 2007, ‘The Year of the Pedestrian’. He believes that obeying a few simple road safety rules when walking on the road could save many lives.

In a show of support for the KZN Department of Transport’s Pedestrian and Runner road safety campaign, all 650 race marshals and the 100 community security marshals along the route from Pietermaritzburg to Durban will sport reflective bibs. The idea is that the marshals act as road safety ‘ambassadors’ since they are effectively there to protect runners and spectators during the race.

The Comrades partnership is the first step towards a comprehensive pedestrian awareness campaign which is expected to unfold over the remainder of the year.



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