



MEDIA ALERT

TO : ALL MEDIA
DATE : 07 FEBRUARY 2008
ATTENTION : NEWS EDITORS/REPORTERS AND PR WIRE

CELE UNVEILS EASTER HOLIDAY ROAD SAFETY CAMPAIGN

KwaZulu-Natal MEC for Transport, Community Safety and Liaison Mr. Bheki Cele will on **Tuesday (11/03/08) at N3 Northbound at Cato Ridge at 9.00am** unveil the Road Safety Easter Launch of 2008.

Cele is expected to outline series of events to take place throughout the whole Easter Holiday to ensure compliance on the roads. Activities of the day will include giving away the first aid kit to motorists as well as series of roadblocks to be conducted in the KZN province. Cele is expected to outline a very tight enforcement plan that would ensure complete compliance by all road users.

“Due to a spate of accident we have experienced recently where people have lost their lives, enforcement will be tightened and those who disobey the law will be dealt with very harshly. Our mandate as government is to ensure that the public is safe on our roads and we intend to fulfill that mandate. We however plead with all road users to be 100% compliant to ensure safety on our roads, said Cele.”

ENDS.

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