

media alert

SA Metropolitan Fire Service



New Aussie cricketers benefit from SA Road Awareness Program

Monday, 15 August 2011

A powerful South Australian road safety program is gaining national recognition, with Australia's future cricketing greats forming its latest audience.

On Tuesday, 15 August, rookie and newly contracted cricketers on State lists across Australia, will take part in the Metropolitan Fire Service's (MFS) Road Awareness Program (RAP) at the Australian Cricketers' Association's (ACA) induction camp in Melbourne.

RAP was recommended to the ACA after it was presented to a national group of 120 young AFL players at the AFL Players' Association's induction camp at the MCG in January.

MFS Station Officer, Rod Campbell said the nation's newest professional cricketers will be encouraged to become leaders in road safety.

"RAP teaches drivers that they can choose the risk(s) they take on the road, but they cannot control the consequences. We will be asking the players to take the program's messages back home to share with their clubs, families, friends and fans," he said.

Station Officer Campbell will present the program from the perspective of a firefighter with more than 20 years of experience in road crash rescue, with the help of a South Australian road crash survivor.

"I'd like to thank the Australian Cricketers' Association for inviting the Road Awareness Program to its annual induction camp, and for encouraging a positive driving culture in its sport," he said.

South Australian players scheduled to attend the induction camp include; Ben Dougall, Elliott Opie and Tom Thornton.

WHAT: Road Awareness Program presented to future cricketing stars

WHEN: Tuesday, 16 August 2011 at 1.30 pm
(Program duration is 90 minutes)

WHERE: Lindsay Hassett Room, Melbourne Cricket Ground (MCG)

VISION, PHOTOGRAPH AND INTERVIEW OPPORTUNITIES:

Media are welcome to attend and film/photograph the RAP presentation at the MCG from 1.30 pm. Session concludes at 3.00 pm.

For media enquiries and interviews call the MFS Media Line on (08) 8204 3770

To contact RAP Coordinator, Rod Campbell directly, phone 0437 386 674

www.mfs.sa.gov.au