

media release

SA Metropolitan Fire Service



Road Awareness Program visits Yorke Peninsula and Willunga students

Wednesday, 17 October 2012

Surviving a road crash has had life-long effects for Eli Murn. Once a promising sportsman, Eli now has an acquired brain injury.

This week, Eli will share his story with licence aged drivers on the **Yorke Peninsula and at Willunga** as part of the Metropolitan Fire Service's (MFS) **Road Awareness Program (RAP)**, to encourage local high school students to make better choices on the roads.

MFS Station Officer, Rod Campbell will co-present the programs with Eli, from the perspective of a firefighter who has more than 20 years of experience in extricating injured and deceased people from crashes.

Station Officer Campbell said "Eli's story is a very powerful one and connects with the students; he's a bright young man living with the consequences of one mistake."

"RAP teaches the students that while they can choose to take a risk, they cannot choose its consequences. The program is graphic, hard-hitting and emotional, yet leaves the students feeling empowered about their choices on the road and positive about looking after their mates," Station Officer Campbell said.

Of his road crash experience, Eli Murn said, "I'd like to make a universe of positive out of my personal negative."

RAP has received national praise after being delivered to the nation's future football and cricketing greats at the AFL Players' Association's and Australian Cricketers' Association's induction camps at the MCG in Melbourne.

Last year, the program's reach to Year 11 students across the state increased. A State Government funding boost allowed the MFS to appoint a second RAP presenter (firefighter), meaning more schools and students benefit from the program in city and regional areas.

WHAT: Yorke Peninsula and Willunga students urged to look after their mates at MFS Road Awareness Program (RAP) presentations

WHERE & WHEN: See session times and locations (below):

Date	Time	Location	Duration
Wed, 17 Oct	11.00 am	Minlaton District School <i>with students from</i> Ardrossan Area School, Maitland Area School and Yorketown Area School	90 minutes
Fri, 19 Oct	9.00 am	Willunga High School	90 minutes

VISUAL AND INTERVIEW OPPORTUNITIES:

Media are welcome to attend the RAP sessions listed above for filming, photograph and interview opportunities. Road crash survivor, Eli Murn and MFS RAP Coordinator, Rod Campbell will be available for interview.

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

The MFS Road Awareness Program (RAP) targets licence aged drivers and is delivered to Year 11 high schools students across city and regional South Australia each year.

www.mfs.sa.gov.au