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Councils deliver safe driving message with a difference over Easter

The road toll in the southern edge of Auckland is a “bleeding shame”, say road safety staff in the area as they unveil a unique and innovative billboard campaign to promote safe driving in wet conditions.

To coincide with Easter weekend, notorious for high road tolls, Papakura and Franklin District Councils have installed billboards that react in a dramatic way with wet weather conditions to revitalise the national ‘drive to the conditions’ road safety message in a new and innovative way.

The new billboards, a first in New Zealand from advertising agency Colenso, are intended to warn drivers of dangerous and wet driving conditions. They feature in-built rain sensors which, at the first sign of rain, “bleed” red liquid down the front of the billboard. This transforms the faces on the billboard from innocent to blood-stained, illustrating what may happen if drivers don’t drive to the conditions.

Counties Manukau Road Policing Inspector Heather Wells says the billboards are a timely reminder to motorists as the country heads into the holiday period.

“These billboards convey a pertinent message as we head into a change of season. The autumn weather will affect conditions of the road and we are urging all drivers to take more care and watch your following distances.”

The billboards are located at known road safety billboard sites in the two districts; in Mill Road, Pukekohe and at Hamlin and Hingaia Roads in Papakura.

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