

Woolworths and Safeway Shine a Light on Road Trauma

9 December 2009: Woolworths and Safeway Supermarkets are proud to help the Victorian Government Shine a Light on Road Trauma on Thursday 10 December.

Two decades since the first television adverts by the Transport Accident Commission (TAC) went to air, Shine a Light on Road Trauma encourages all drivers to switch on their headlights on Thursday 10 December to commemorate the 8,263 people who have lost their lives on the state's roads since then.

“Woolworths’ trucks travel along Victorian roads day in day out and our drivers are acutely aware of their responsibility to ensure they do their bit to keep the streets safe for everyone. Therefore, we see it as our responsibility to back the Shine a Light on Road Trauma initiative,” said Geoff Thomas, Woolworths General Manager of Logistics.

“Drivers of Woolworths’ Victorian based truck fleet will be turning on their headlights on 10 December with drivers travelling interstate into Victoria doing the same when they cross the border.”

Woolworths has a fleet of 79 trucks and 220 trailers based in Victoria supplying fresh food and groceries to almost 200 Woolworths and Safeway stores throughout the state. Another 30 trucks travel from other states into Victoria daily.

The company’s newer vehicles employ a raft of safety features including driver side airbags, driver alert sensor systems, lane keeping and lane changing support systems, electronic braking systems and front and side under run protection measures which prevents other road vehicles from becoming wedged under the truck in the event of an accident.

The TAC’s Executive Manager of Community Relations, Philip Reed, said to have the backing of a fleet like Woolworths’ indicated the level of community support to Shine a Light on Road Trauma.

“We applaud Woolworths’ commitment to road safety and thank them for Shining a Light on Road Trauma. Woolworths is one of a growing number of organisations whose fleets will turn on their headlights on December 10,” Mr Reed said.

“Woolworths are committed to ensuring we have the highest health and safety standards in the operation of our Victorian truck fleet,” said Mr Thomas.

For further information please contact the **Woolworths Press Office** on (02) 8885 1033.

Ends