

2014 Easter Arrive Alive Campaign



- Government has launched the 2014 Easter Arrive Alive Road Safety campaign, to curb the escalating rate of accidents throughout the country this Easter.
- “Each year this time of the year, we travel and / or witness increased numbers of families and tourists travelling on our roads to various destinations” said Minister of Transport Ms Dipuo Peters.
- The Minister emphasized that all road users, public transport operators (short and long distance), private motorists, passengers and pedestrians to take personal responsibility for their safety on the roads as they will be travelling to various destinations during the Easter holidays.
- Before you take that trip, please ensure the following:
 - **Check that your vehicle is in a roadworthy condition.**
 - **Obey the rules of the road,**
 - **Don't drink and drive and**
 - **Remember to fasten your seatbelt at all times, irrespective of the distance or speed at which you travel.**

ROAD SAFETY IS EVERYONE'S RESPONSIBILITY