

# Waterford Motor Clubs to roll out new safety initiative

Motor clubs in Waterford will be rolling out new safety initiatives this month as part of Motorsport Ireland's commitment to the U.N.'s Decade of Action for Road Safety. The new initiative focuses on making the roads a safer place and in line with this Motor clubs across the country will be appointing a Road Safety Officer to coordinate the initiatives. These include new road safety signage at every event and each competitor carrying the official logo on their vehicle for every event to raise awareness.

As part of the Decade of Action Motorsport Ireland will also begin rolling out initiatives through the sport to ensure the message is heard by everyone involved in motorsport across Ireland. WRC Academy Driver Craig Breen and female rally driver Toni Kelly have been appointed as ambassadors for the campaign by Motorsport Ireland.

Alex Sinclair, Chief Executive of Motorsport Ireland, said; "We know that in Ireland young people, and especially young males, are much more likely to be



World Rally Championship Academy Driver, Craig Breen and professional female rally driver Toni Kelly are pictured at the launch of the U.N.'s Decade of Action for Road Safety.

killed on the roads. We also know that motorsport is hugely popular, with fans turning out in their tens of thousands to support our national and international events. Motorsport Ireland is committed to promoting road safety in motorsports and this initiative will con-

tribute to both the national and global campaigns to save lives on our roads."

"All participants in motorsport across Ireland will now display the Road Safety Tag as a visual message to all those watching our sport to keep the race in its place. Every Motor Club across the

country will be appointing a Road Safety Officer to coordinate activity to support this campaign in their community, while we will also be rolling out signage that will be visible at all our events across the country to keep the message in the front of everyone's mind."