



PRI supports World Day of Remembrance for Road Traffic Victims on 16 November 2008

Huizen (The Netherlands), 14 November 2008

On 16 November 2008, the worldwide anniversary of a special day to remember road victims will take place. On this day, in many countries over the world events and actions will take place to remember road traffic victims. The World Day of Remembrance for Road Traffic Victims was initiated by victim organisations and adopted in 2005 by the UN as the world day to remember road victims.

The global umbrella non-governmental road safety organisation PRI – la Prévention Routière Internationale – supports this yearly day of remembrance. PRI recognizes the World Day of Remembrance for Road Traffic Victims as an important call for action from all road crash victims to policy makers and civilians to make road safety a number 1 priority. One of the slogans suggested for the World Day of Remembrance reads: *'How a country responds to road death and injury indicates the importance it accords to road safety'*.

Road crashes are *the* leading cause of violent deaths and injuries among young people worldwide and the World Day of Remembrance is drawing attention to their enormous scale. Worldwide, 50 million people are injured and over 1,2 million are killed in traffic each year. This means 3300 road traffic deaths each day, a death toll comparable to the number of victims from a natural disaster. In traffic, a disaster like this happens every day without the world noticing.

Each year, millions of newly bereaved and injured people from every corner of the world are added to the many millions already suffering as the result of a road crash. This special Remembrance Day responds to this global disaster by recognising publicly the loss and pain of road crash victims and the impact on communities and countries.

More information about the World Day of Remembrance and about national remembrance celebrations is available on the special worldday website www.worlddayofremembrance.org

FOR MEDIA INFORMATION PLEASE CONTACT:

La Prévention Routière Internationale – PRI
P.O. Box 423, 1270 AK HUIZEN, THE NETHERLANDS

TEL: +31 35 524 88 33

FAX: +31 35 524 88 98

E-mail: contact@lapri.info or joopgoos@lapri.info

Website: www.lapri.org (new website www.lapri.info ready December 2008)