

14 February 2011

Press Release

## **HARD-HITTING ROAD SAFETY CAMPAIGN TO BE LAUNCHED AT CRC**

**Cambridgeshire and Peterborough Road Safety Partnership will be launching its 2011 For My Girlfriend (FMG) young driver campaign at Cambridge Regional College on Friday, 18 February.**

The award-winning 'For My Girlfriend' Valentine campaign targets young male drivers who are over represented in the crash statistics. During 2009, records show that 974 young people aged from 17 to 25 were killed or injured on the county's roads.

Changing the attitude and driving behaviour of young men has traditionally proved difficult, but research reveals that the prospect of killing or maiming someone they love, such as their girlfriend, is more likely to make them consider the way they drive.

In 2010 a theatre production was developed by Cambridge Regional College Arts students, along with Road Safety Officers from Cambridgeshire County Council and Cambridgeshire Police, in which a young girl is killed by her boyfriend in a car crash. This production has proved incredibly successful and is continuing to be shown to school pupils around Cambridgeshire as part of the 2011 campaign.

To launch awareness of the campaign in 2011 a special event is being held at Cambridge Regional College on Friday at which students will have the opportunity to sit in a modified Peugeot 206 which has been kitted out with the latest technology. The car seats five students at a time and provides a unique collision experience lasting eight minutes. The whole experience is seen on in car DVD screens that play the

video, while sound systems provide surround sound, and the car's hydraulic suspension simulates the car journey and the impact of the crash. The vehicle, and another simulator, is being provided by Lincolnshire Road Safety Partnership.

Matt Deacon, Cambridgeshire and Peterborough Road Safety Partnership Coordinator, said: "Young male drivers, and indeed all males, are significantly over-represented in the casualty figures across Cambridgeshire and Peterborough. But it is a sad fact that others, often their friends or girlfriends, are killed or seriously injured as a consequence of their actions.

"Through this campaign we are reminding young people of the terrible consequences when things go wrong on the road and we hope that this experience will help them understand the danger they pose to themselves, and to others, by taking unnecessary risks.

"We urge all drivers to consider not just their own safety, but also the safety of their passengers and other road users. Our message to all drivers is drive safely, within the speed limit and without being under the influence of alcohol, otherwise you could kill someone, and that someone could be your mate or a loved one. Think! Don't hurt the one you love....get there safely."

**- ends -**

**MEDIA ENQUIRIES:**

For more information, contact:

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For further information about For My Girlfriend™, visit the campaign websites [www.fmg.org.uk](http://www.fmg.org.uk), and [www.youtube.com/watch?v=1Uzg6yKyHE8](http://www.youtube.com/watch?v=1Uzg6yKyHE8). The campaign received a Prince Michael International Road Safety Award in 2004.

## **NOTES TO EDITORS**

Cambridge Regional College is the second largest provider of full-time further education for 16 to 19 year-olds in the eastern region. The College has more than 4,000 full-time and 6,000 part-time students. Students come in from a 40-mile radius, covering Cambridge and its surrounding villages, eastern Bedfordshire, northern Essex and western Suffolk.

Over 80 per cent of full-time students are aged 16 to 18 years old and come to the College after secondary school; the rest are mature students, studying on a range of Access to Higher Education and vocational programmes. The College offers the largest and most comprehensive range of vocational courses in Cambridgeshire, and has one of the largest work-based learning contracts in the Eastern Region.