

5 December 2018

## Take it Slow, Take it Slow, Take it Slow

The State's peak motoring body has urged Queenslanders to *'Take it slow'* on the roads this festive season as data revealed the shocking number of lives lost during Christmas periods over the past decade.

RACQ spokesperson Clare Hunter said 10 people had lost their lives at Christmas 2017, which brought the 10-year Christmas road death toll to 71 fatalities.

"We're asking people to reflect on those 71 people before they get behind the wheel this festive season and to remember, for their families, Christmas is now and forever a time of awful sadness," Ms Hunter said.

"As the end of the year fast approaches, our message this Christmas is simple: *since we've all got places to go, take it slow, take it slow, take it slow.*"

As RACQ today launched its *'Take it slow'* Christmas road safety campaign in Brisbane, Ms Hunter called on all motorists to ensure they slowed down and remembered the Fatal Five causes of crashes on Queensland roads.

"We're calling on all Queenslanders to take the Fatal Five – Speed, Drug and Drink Driving, Fatigue, Seatbelts and Distraction – very seriously to avoid senseless tragedy on our roads," she said.

"Every life lost on our roads is heartbreaking and has a devastating ripple effect on the victim's immediate and extended family."

RACQ's Christmas road safety campaign would continue throughout the busy holiday period with Queenslanders encouraged to take part on social media using the hashtag #TakeItSlow.

**Media inquiries: RACQ spokesperson Clare Hunter 0427 261 932, Media Campaign Strategist Anna Jeffries 0408 191 192.**

RACQ is Queensland's largest club and peak independent motoring organisation. We were formed in 1905 to represent the interests of the State's first motorists and today campaign for safer drivers, vehicles and roads on behalf of the 1.7 million members who own the Club. We offer those members a vast range of motoring, insurance, banking, entertainment and travel services and benefits, and each year respond to more than a million calls for roadside assistance.