



## **Green Flag Motoring Assistance helps kids be seen and safe.**

*As part of its continuing sponsorship of Road Safety Week (September 22 - 28), Green Flag Motoring Assistance is giving away thousands of free reflective snap-on armbands. The luminous yellow armbands are a fun way for kids to increase their visibility to motorists. Children love to wear them, but most importantly they can help save lives.*

([PRWEB](#)) August 22, 2003 -- As part of its continuing sponsorship of Road Safety Week (September 22 - 28), Green Flag Motoring Assistance is giving away thousands of free reflective snap-on armbands. The luminous yellow armbands are a fun way for kids to increase their visibility to motorists. Children love to wear them, but most importantly they can help save lives.

Brake is a registered charity that campaigns to reduce death on Britain's roads and provides practical help and support for people who are trying to come to terms with the loss of a loved one. This year Brake's Road Safety Week campaign focuses on child pedestrian safety. More than 4,500 children were killed or seriously injured in 2002\*.

Green Flag spokesperson Nigel Charlesworth said: "As children are a particularly vulnerable group of road users, we wanted to offer something that would appeal to them, and also help protect them, by making them more visible to motorists as the darker nights draw closer."

Green Flag is an active supporter of road safety campaigns and is proud to be supporting Brake's Road Safety Week for the fourth year running. To find out how you can become involved in Road Safety Week 2003, or to make a donation towards the continuing work of Brake, visit their Green Flag-sponsored website at [www.brake.org.uk](http://www.brake.org.uk).

To claim one of the free armbands simply email [sfatica@brake.org.uk](mailto:sfatica@brake.org.uk)  
Or alternatively write to:

BRAKE - Armband Offer  
PO Box 548  
Huddersfield  
HD1 2XZ.

Ends

Terms and conditions

Offer limited to two Green Flag armbands per household. Armbands issued only on receipt of email or letter. Offer not available to school classes or groups. Armbands are available while stocks last.

Notes to editors

The number of children killed or seriously injured in 2002 was 4,596 (down 8% on 2001). \*Source: DFT

Road Casualty figures published June 26 show that there were 302,605 road casualties in Great Britain in 2002, three per cent fewer than in 2001. Some 39,407 people were killed or seriously injured in 2002, three per cent



below the 2001 figure. (Source: DFT)

Some 3,431 people were killed, a fall of under one per cent compared to 2001, 35,976 were seriously injured (down three per cent on 2001) and 263,198 were slightly injured (down four per cent). Road traffic levels were three per cent higher than in 2001 and consequently, the casualty rate per 100 million vehicle kilometres was six per cent lower than in 2001. (Source: DFT)

There were 221,751 road accidents involving personal injury in 2002, three per cent less than in 2001. Of these, 33,645 accidents involved death or serious injury.

Green Flag Motoring Assistance provides roadside rescue and recovery to almost 5m customers 24 hours a day, 365 days a year.

Green Flag's incident management centre in Leeds handles around 1m calls each year.

On average, Green Flag reaches customers within 35 minutes (verified by research)

Customers have access to a national network of independent recovery agents and 6,000 qualified technicians.

More than 90 per cent get assistance within the hour.

Green Flag Motoring Assistance insurance products are underwritten by UK Insurance Ltd, a member of the General Insurance Standards Council.

#### Press Calls

For further information contact Nigel Charlesworth or Melanie Denny at Green Flag on 0113 399 1427/1387 (out of hours 07711 964 615).

Public-relations@greenflag.com

[www.greenflag.com](http://www.greenflag.com)



**Contact Information**

**Melanie Denny**

Direct Line Group

<http://www.greenflag.com>

0113 399 1387

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