

Schools competition to make drivers slow down



webuyanycar.com Launches School Competition in Edinburgh

Schoolchildren to Design Road Safety Banners for their Schools

The UK car buying website, webuyanycar.com, is launching a campaign to keep school children safe in Edinburgh by encouraging drivers to reduce their speed around homes, schools and shops.

The 'Go 20' competition challenge, in partnership with Brake, the road safety charity, will ask children in primary years 1 and 2 (ages 5-7 years) in all 36 primary schools in central Edinburgh to design a banner that urges drivers to 'GO 20' by slowing down to 20 mph or below to protect children near schools and in residential and shopping areas.

The most recent road transport figures reported by [Transport Scotland](#) indicate that there were 1,371 child casualties on roads in Edinburgh in 2011 including 10 deaths and 166 serious injuries. Of these, 31 serious injuries were pupils on their way to or from school.

Teachers will be provided with lesson plans and road safety resources, devised to fit within the curriculum, supporting them in demonstrating the importance of road safety to children studying in primary years 1 and 2.

webuyanycar.com will collect all the designs and the best entry, selected by a panel of judges, will be reproduced as a banner to be hung on the school gates throughout the city. Confirmed judges include the Lord Provost, the Rt Hon Donald Wilson.

Parents and teachers can find out more information by contacting webuyanycar@democracypr.com to register their interest in having their school enter the competition.

A spokesperson for webuyanycar.com said:- “We want to work with local schools to make the city’s roads the safest in the country, protecting our youngest and most vulnerable road users. We are encouraging children to design the banners themselves so that they learn the importance of road safety and continue to reduce the numbers of children seriously injured in Scotland.”

Julie Townsend, deputy chief executive at Brake, said:- “webuyanycar.com has been a partner of Brake for a number of years. We are delighted to back their road safety campaign, which will help educate children about the importance of road safety as well as sending a clear message to drivers to ‘GO 20’ or below around schools, homes and shops. We are urging schools to get involved in this fantastic campaign, and display their banners proudly at their front gates, to help reduce the number of children killed and seriously injured on our roads each year.”

The entry deadline closes on 7 June 2013.