

Imperial extends Car Seats for Kids campaign to Cape Town

Imperial Road Safety has partnered with the Western Cape Department of Transport and Public Works, as well as KFM Breakfast, to bring its Car Seats for Kids campaign to Cape Town.

"We believe that Cape Town is a region that boasts a spirit of giving back and as such, we will be bringing this great project to the region, expanding the campaign's reach and driving further, national awareness," says Niki Cronje, group marketing manager at Imperial.



Through this campaign, Imperial aims to contribute towards child safety on the roads by encouraging the donation of car seats by the public, which are then restored, safety checked and redistributed, to provide those children, who do not have a car seat or whose families can't afford a new one, with the gift of safety.

Crucial initiative

"We are thrilled to partner with Imperial Road Safety on this worthwhile and crucial initiative. There are too often indications of the absence of child restraints amongst child passengers killed in the Western Cape, where road deaths per capita are approximately 38% lower than in South Africa in general. Children who are unrestrained, even on an adult's lap, will be seriously injured or killed, even in a slight collision," says Donald Grant, Western Cape Minister of Transport and Public works/b>

"We continue to appeal to parents and caregivers to buckle young children up in appropriate car seats to help prevent injury and death in a crash. Age-appropriate car seats are effective because the car seat harness and vehicle seatbelt are positioned over the parts of a child's body that are most likely to absorb the force of a crash," says Grant.

For road safety initiatives to make a real difference however, businesses and government need to join forces to effect change, and the Car Seats for Kids campaign is no exception. In light of this, the Cape Town Department of Transport and Public Works has endorsed this campaign within the region and have partnered with Imperial in the awareness drive towards safer roads for all.

Media partner

Furthermore, KFM Breakfast has come on board as the official media partner. "As a parent, I play a key role in keeping my child safe on the roads and feel privileged to be

part of such a worthy campaign. During Transport Month and in the run-up to the festive season, I encourage you to join me - get involved in the KFM Breakfast Car Seats for Kids drive with Imperial and help protect our kids on the roads," Ryan O'Connor, KFM Breakfast Show host says.

Imperial Road Safety is also proud to announce that it has partnered with some of South Africa's most successful automotive brands within their group, to give the public a number of easily accessible drop off-points nationwide. Through this partnership, consumers - across the country - are now able to drop-off their old car seats at any of Imperial's Hyundai, Kia and Renault dealers from 1-31 October 2015.

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