



Media Release

World Day of Remembrance Road Traffic Victims. Sunday November 17, 2024.

REMEMBER-SUPPORT-ACT

FOR IMMEDIATE RELEASE October 14, 2024.

World Day of Remembrance Road Traffic Victims is fast approaching.

As every year, the objectives of WDoR 2024 are to provide a platform for road traffic victims and their families to:

- ~Remember all people killed and seriously injured on the roads;
- ~Acknowledge the crucial work of the emergency services;
- ~Draw attention to the generally trivial legal response to culpable road deaths and injuries and advocate for an appropriately serious response;
- ~Advocate for better support for road traffic victims and victim families;
- ~Promote evidence-based actions to prevent and eventually stop further road traffic deaths and injuries

Every year, millions more road victims are added to the current toll of over 50 million killed and hundreds of millions injured since the first road death. It is an actual pandemic, affecting primarily our vulnerable and our young, which in addition to the trauma of injury and bereavement has also a devastating economic impact for

countries, communities and families. Therefore, during the Decade of Action 2021-2030 the World Day has an important role of helping to achieve the 50% road casualty reduction target. This high profile global event remembers the many millions who have been killed and seriously injured on the world's roads and to acknowledge the suffering of all affected victims, families and communities – millions added each year to countless millions already suffering: a truly tremendous cumulative toll.

This Day has also become an important tool for governments and all those whose work involves crash prevention or response to the aftermath of crashes, since it offers the opportunity to demonstrate the enormous scale and impact of road deaths and injuries, call for an end to the often trivial and inappropriate response to road death and injury and advocate for urgent concerted action to stop the carnage.

On World Day we too pay tribute to the dedicated emergency crews, police and medical professionals, who deal daily with the traumatic aftermath of road crashes.

(Source: www.worlddayofremembrance.org).

In Australia, over the last 30 years, more than 44,000 lives have been lost on our nations roads, while hundreds of thousands have been hospitalised.

We're asking Australians to Reflect and Remember all the lives impacted by road trauma this World Day of Remembrance by lighting a candle at home.

By reflecting on and remembering our road trauma victims, we can inspire others to make the change to prevent more loss of life.

(Source: Australian Road Safety Foundation).

WORLD DAY OF REMEMBRANCE FOR ROAD TRAFFIC VICTIMS

Third Sunday in November



ABOUT US

Hannah's Blue Butterflies Road Safety Awareness Inc, is a registered incorporated not for profit association in NSW. Our organisation was born from the greatest of griefs. The loss of a child. Founders Di and Graeme McMurtrie, lost their beautiful daughter Hannah in a tragic head on collision, outside Wingham. March 15, 2013. Hannah was just 19.

Vowing to share their story, raise road safety awareness and support the many, affected by road trauma. Hannah's Blue Butterflies Road Safety Awareness Inc, offers programs including: Education, Statistics, Early Childhood programs, Grief support and legislation changes.

Our work is making real change. Locally, Nationally and World wide. Road trauma carries a ripple effect that is far reaching and lifelong.



Hannah Jean McMurtrie. Forever 19.

Please contact us for further information.

MEDIA CONTACTS

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