MEDIA RELEASE
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The Little Blue Dinosaur Foundation (LBDF) “Holiday Time: Slow Down, Kids Around” program returns to Limestone Coast Councils

Following the successful December 2016 launch of the Little Blue Dinosaur Foundation’s “Holiday Time; Slow Down, Kids Around” signage campaign with the Limestone Coast Local Government Association Member Councils will once again be partnering to help ensure the safety of children on our roads these school holidays.

School holiday periods create a surge in the population where thousands of children will be using local roadways over the December/January holiday period. “Holiday Time; Slow Down, Kids Around” is a highly visible and timely reminder about the importance of road safety, for both residents and visitors alike to be more aware of the increase in pedestrian activity in our area, and to stay vigilant with their road safety awareness.

“We are pleased to once again partner with the Little Blue Dinosaur Foundation and the 7 Councils of the Limestone Coast. Since Summer 2016 councils have installed signage in key locations around the region to remind all pedestrians and drivers to be extra vigilant during the . “ said Dominic Testoni, Executive Officer, Limestone Coast Local Government.

The ‘Holiday Time’ campaign was established in 2014 on the Central Coast by the Little Blue Dinosaur Foundation, after the tragic death of Tom McLaughlin in a pedestrian accident during a family holiday. The campaign is now in 39 councils cross four states in Australia.

Tom’s parents, Michelle and David, founded the Little Blue Dinosaur and now channel their energy into making the school holidays safer for children by working with local councils to ensure community safety during these peak periods when accidents are increasingly occurring.

“Holiday destinations are most often a new and unfamiliar environment for children and their families with key visual roadway differences including lack of kerbs/guttering, no line markings or footpaths. Parents must have a conversation with their children and go through how they are expected to behave when they’re in this environment,” said Michelle.

With a staggering 874 people killed on Australian roads alone already in 2018, amongst those young children, it’s now more important than ever to promote the pedestrian road safety message.
“We are excited to be working with the LCLGA again this year to continue this vital children’s’ road safety campaign. We must be extra vigilant when there are so many additional children about these school holidays and always remember to hold hands with our children until the age of 10. Having this important conversation with your children will insure that everyone, residents and visitors alike, will have an enjoyable and safe holiday season,” continued Michelle.

The ‘Holiday Time’ signage can be found in the following council areas:

Kingston District Council
Tatiara District Council
City of Mount Gambier
Naracoorte Lucindale Council
District Council of Robe
District Council of Grant
Wattle Range Council

Dominic Testoni and Michelle McLaughlin are available for interviews and media enquiries.

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