PRESS RELEASE

“Click Before You Go” – Road Safety Campaign Challenge

Leitrim County Council together with Mayo & Sligo County Council’s and Mayo, Sligo, Leitrim, Education Training Board, supported by Three Ireland, have come together for ‘Click Before you Go’ Road Safety Campaign Challenge

Leitrim County Council are teaming up with Mayo & Sligo County Council’s and with the Mayo Sligo Leitrim Education Training Board (MSL ETB), and Three Ireland for a Road Safety campaign via SMS (commonly known as the ‘text message’).

The ‘Click Before you Go’ campaign will see Three’s online payment and SMS solution, “Way2Pay”, used as the mechanism by the MSL ETB to message all parents of schoolchildren in the Mayo, Sligo and Leitrim area, on the Road Safety campaign. The message will contain a link to the www.mayo.ie Website that demonstrates the importance of wearing a seat belt. The parents of over 5,100 children will be contacted on Monday, 29th April, 2019.

It is hoped that by using the SMS service (which has a delivery rate of 100% and a read rate of 90% within the first 3 minutes) many more people will receive the message directly than otherwise would via the usual social media, print or radio.

The campaign is also challenging the general public to take a selfie of themselves before they put the keys in the ignition and set off wearing their seatbelt and share it on social media with the slogan “ClickBeforeYouGo” on the photo, it has already taken on an international element with Cora Staunton supporting the campaign.

The ‘Click Before You Go’ campaign is centred around getting more people to put on their seatbelt before starting their journey.

SOME SCARY STATISTICS:
1. So far this year the death toll on Irish roads is up 40%
2. 33% of people killed in road traffic accidents are not wearing a seat belt
3. You are twice as likely to survive if you ARE buckled up.

It is hoped this campaign will get the point across that everyone needs to wear their seatbelt when travelling in a vehicle. The number of people being killed on Irish roads is far too high and with this campaign more people in Mayo, Sligo and Leitrim will get the core message directly.

Karl McDermott, Head of Three Connected Solutions. Three Ireland said “We are delighted to be supporting this Joint Campaign between Leitrim, Sligo & Mayo County Council and the Mayo, Sligo and Leitrim Education Training Board. Road safety is such an important issue and, through our online payment and SMS solution, Way2Pay, we are hoping that more people will be reminded to wear their seatbelt with the ‘Click Before You Go’ Campaign.”
A competition for school children within MSL ETB will also run as part of the campaign. This will be ran on social media and they will be asked to take a selfie wearing the seatbelt and upload it online using the tagline “ClickBeforeYouGo[SchoolName]”. See www.mayo.ie for more details on your school within MSL ETB. The idea is that friend, families and beyond will all get involved to try and promote their school’s participation.

The prizes for the competition winners include:

1. A training session with former Mayo footballer and All-Star Cora Staunton
2. A training session with Mayo footballer and 2017 footballer of the year Andy Moran
3. Two tickets to a concert in the 3Arena
4. Two tickets to see the Republic of Ireland in the Aviva Stadium
5. Driving lessons.
6. Republic of Ireland Soccer Jersey

Mary Madden, Director of Schools in MSL ETB, is delighted to be leading the charge as “it’s an opportunity for us within MSL ETB to lead by example and take the reins on a significant initiative within the region. We want our pupils, parents and communities to get on board to make safety a priority within every vehicle”.

The competition will begin on Monday, April 29th. This is the same day the text messages will be sent out to parents of over 5,100 students in Mayo, Sligo and Leitrim.