



Press Release

04/10/2010

For Immediate Release

Nationwide Road Safety Initiative launched

The No Name Club, a national youth organisation, and the Road Safety Authority have launched an exciting initiative that will engage teenagers on the critical issue of road safety.

Both organisations have teamed up to launch three exciting competitions for the 2,500 teenagers who are No Name Club members across the country. The competitions are asking the young people, aged 15+, to design an item of high visibility clothing, a road safety poster and greeting cards with a road safety theme. Prizes worth €500 are on offer for winning entrants.

The initiative was launched at a No Name Club Western Regional Conference at The Welcome In Hotel, Castlebar, Co Mayo on Saturday, October 2nd, at which 170 of the youth organisation's members were in attendance.

Noel Brett, Chief Executive Officer of the Road Safety Authority, spoke to the young people about how crucial an issue road safety is, telling them the biggest risk we face everyday is being involved in a road collision. He encouraged the teenagers to be proactive within their clubs in addressing the issue. Suggestions he put forward included clubs adopting a road safety policy, challenging young people who behave irresponsibly when driving, or lobbying local authorities to address matters concerning road safety within communities.

He said: *"The Road Safety Authority is delighted to team up with the No Name Club to deliver this exciting initiative. In 2009, 40 per cent of the deaths on Irish roads were people aged under 25. It is crucial we engage with young people on an issue that sees so many young lives being wasted needlessly. We're delighted to have formed this partnership with the No Name Club and believe it will highlight the issue in a fun and imaginative way among hundreds of teenagers around the country."*

Con Nolan, No Name Club Chief Executive Officer said: *“We’re delighted to have formed this partnership with the Road Safety Authority. These competitions present us with an excellent opportunity to work with and engage hundreds of teenagers around the country on an issue that unfortunately, is in the headlines all too often with tragic consequences. As an organisation, we believe it is very important to work with our teenage members on matters that face them and this could be something that saves lives and changes attitudes.”*

Press release issued by Michael McGlynn, Communications Officer with No Name Club. For further information you can contact him at 045 435444 or 087 9082970. You can also contact Con Nolan, No Name Club CEO, at 086 3519043.

****Images of the Conference are available by contacting Michael McGlynn***

Note for the Editor

No Name Club is a National Voluntary Youth Organisation founded in 1978 and has 43 clubs throughout the country. No Name Clubs are run by and for young people aged 15 years + who come together in a safe and lively environment where there’s fun, friendship and enjoyment without the pressure of alcohol or other drugs. No Name Clubs were founded to provide an alternative to pub culture for young people in Ireland. They demonstrate a lifestyle in which the use of alcohol or drugs is seen as unnecessary to the enjoyment of a happy, cheerful and fulfilling social life for young people. Over the last 30 years, thousands of young people have valued their involvement in a programme of activities that allow them to enjoy themselves socially with their peers in a safe and friendly environment, free from the dangers and influences of alcohol and drugs. At present there are over 15,000 young people involved with No Name Clubs throughout the country.