



LITTLE BLUE DINOSAUR
The Tom McLaughlin Memorial
Road Safety Foundation

MEDIA RELEASE

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For Immediate Release.

The Little Blue Dinosaur expands its “Holiday Time: Slow Down, Kids Around” campaign to Kiama and Gerringong

Child pedestrian and roadside safety advocates Michelle and David McLaughlin and their foundation, the Little Blue Dinosaur (LBD), are expanding their ‘Holiday Time’ signage program with the help of Kiama Municipal Council’s Road Safety Program.

The LBD is a foundation dedicated to the prevention of roadside child pedestrian accidents through community education and awareness, dedicated to the memory of Michelle and David’s son, Tom. Tom was the victim of roadside accident while on holidays with his family on the Central Coast in January 2014.

The “Holiday Time: Slow Down, Kids Around” campaign was delivered to Kiama Municipal Council, aiming to raise critical awareness of the importance of road safety for children in unfamiliar environments in coastal towns.

“Children are in a highly excitable state on holidays and with the population spike in these areas during holiday periods, particularly over summer, the risk of accidents is increased. It is an unusually dangerous time for children on roads,” said Tom’s parents Michelle and David McLaughlin.

“We are so pleased that Kiama Municipal Council’s is joining the LBDF this year to make coastal holidays safer for our children,” said Mrs McLaughlin.

In Kiama and Gerringong Holiday Parks, signs will be erected to target key tourist areas where the school holiday periods result in increased pedestrian foot traffic as well as an amplified number of vehicles in the area.

“This is a simple but effective way to remind people they need to be more vigilant on local roads during holiday periods when children are out and about in much bigger numbers,” Janelle Burns, Road Safety Office, Kiama Municipal Council said.

“It is easy for children to become caught up in the holiday spirit and forget to take care around roads – and sadly it only take a moment’s inattention for a tragedy to occur.”

Mayor of Kiama Municipal Council , Mr Brian Petschler said he was very proud that the “Holiday Time: Slow Down Kids Around” program was expanding into Kiama.

“Children are our most vulnerable road users because of their unpredictability which can expose them to risk when around traffic,” Mayor Petschler said.



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“We need to take every opportunity to help our children learn about road safety by talking to them about what we are doing to keep safe around traffic.”

The signage has been installed throughout Kiama in time for the school holidays.

“The holidays are an exciting time for families, but it is also a great opportunity to be vigilant and go over road safety with our kids, especially if we are spending the holidays in new environments”, Cr Petschler said.

“I want to stress to the community, parents and carers that we must hold our children’s hands when on or near roadways until the age of ten, and closely supervise children until at least 12 because they can’t always identify safe places to cross the road and act inconsistently in the traffic environment,” Mrs McLaughlin added.

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