

Media Release



FOR IMMEDIATE RELEASE

18th June, 2015

LITTLE BLUE DINOSAUR HEADING TO 5 LANDS

The Little Blue Dinosaur Foundation (LBD) will be attending the 5 Lands Walk on the Central Coast this Saturday, June 20th to discuss key road safety messages and their 'Holiday Time' signage campaigns with families and the local community. LBD has a deep connection with the Gosford area after the organisation's founders tragically lost their 4-year-old son in a pedestrian roadway accident on January 6th last year, while holidaying at Macmaster's Beach. With the June school holidays only a week away, the foundation believes that these road safety conversations and messages can serve as a useful and potentially life-saving reminder, with large numbers of children and families making their way to holiday destinations such as the Central Coast.

The Little Blue Dinosaur Foundation, along with Gosford City Council, has recently piloted a successful 'Holiday Time: Slow Down Kids Around' signage campaign along the Central Coast, encouraging adults to hold the hands of any children in their supervision while also warning driver's to slow down and be vigilant during the school holidays, when children may not be in school areas but are still actively out and about on our roads.

"We are very grateful to the Gosford City Council and the people of the Central Coast for their kind support of our family and the Little Blue Dinosaur Foundation road safety campaign that successfully piloted from Easter 2014 and each school holiday since", explained the foundation's Founder and CEO, Michelle McLaughlin.

"It is a place and a community that we feel we have a deep connection with given it was the location where we last were truly happy together as a complete family of 5. Tom had been so very happy and overjoyed on that final holiday and had loved visiting the beach and lake areas of Macmasters Beach in the two days we were there prior to his accident", explained Mrs McLaughlin.

"Our goal is to protect child pedestrians from the ever present danger of roadways and motor vehicles through community engagement and education

initiatives as little people are very precious and sadly cannot ever be replaced", she added.

The Little Blue Dinosaur Foundation will be located at the Community Fair area behind Avoca Beach from 7am until approximately 3.30pm with information about child road safety, samples of the signage work by the foundation and a wide range of LBD stock available to purchase.

ENDS

The *Little Blue Dinosaur Foundation (LBD)* is a child road safety organisation, with a particular focus on pedestrian road safety. The foundation was established as a memorial to Thomas (Tom) Maxwell Davis McLaughlin who tragically passed away on January 6th, 2014 in a pedestrian road accident while on a family vacation on the Central Coast of NSW. LBD aims to champion the review of road safety within Holiday Towns (beach/rural hamlets) where infrastructure caters for residential populations, not seasonal population spikes. Further, the organisation aims to engage in road accident research and produce age specific literature to educate young people about road safety, specifically safety around differing roadway environments.

For further details:

Michelle McLaughlin

LBD Founder/CEO

+61 417 069 905

littlebluedinosaur14@gmail.com

Aaron Jones

LBD Communications

+61 411 351 660

info@littlebluedinosaur.org