MEDIA RELEASE

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Little Blue Dinosaur joins UN Global Alliance for Road Safety.

Child pedestrian road safety foundation *The Little Blue Dinosaur* is pleased to announce that it has joined the UN's Global Alliance of NGO's for Road Safety (www.roadsafetyngos.org/alliance/) to work towards the Federal Government's aim of bringing Australia's road toll Towards Zero.

The Global Alliance was formed in 2012 out of the UN's Road Safety Collaboration and includes over 140 organisations from more than 70 countries with the purpose of lobbying for and implementing road safety initiatives globally.

The Little Blue Dinosaur Foundation is only the third Australian organisation to be invited into the Global Alliance.

The Alliance provides a worldwide forum where member organisations can share knowledge and collectively advocate for road safety initiatives and the rights of victims.

Members are invited every two years to attend a global meeting which includes workshops on key areas such as research, education, infrastructure and fund-raising for road safety.

The CEO of Little Blue Dinosaur, Michelle McLaughlin said the invitation to join the Global Alliance was a significant milestone for the charity.

Details of the Foundation can be found here: www.littlebluedinosaur.org

"We have worked hard for the last couple of years to ensure that child pedestrian safety is front and centre of the key decisions we and governments make to lower the road toll”, Michelle McLaughlin said today.

"We are pleased governments at all levels, Federal, State and Local, are increasingly focused on doing all we can to lower the horrendous amount of trauma on our roads”, Mrs McLaughlin added.

"With the June long weekend just around the corner, we want to remind all road users of the responsibility we share in keeping our roads safe. We must drive to the conditions and always hold our children’s hands when we are near roadways and driveways."

<Further quotes>

Media Contact:
Aaron Jones
Further information
The Little Blue Dinosaur Foundation is a child pedestrian road safety organisation with a particular focus on road safety during the school holidays. The Foundation was established in memory of Thomas McLaughlin who was tragically killed in a pedestrian motor vehicle accident while on a family holiday on the Central Coast of NSW in January 2014.

The Global Alliance of NGO’s for Road Safety was formed in 2012 out of the UN's Road Safety Collaboration after identifying that a singular platform was needed for NGO’s to effectively combat global road trauma. The Alliance was formed to make a significant contribution to the United Nation’s Decade of Action on Road Safety (2011-2020) by bringing together NGO’s from around the world who can collaborate on these issues. The Alliance includes around 140 organisations from 70 countries, of which three NGO’s are currently representing Australia.