



# Media Release

Monday 10 February 2014

## Country music promotes safe driving

The RAC will provide \$2000 in support through its Community Sponsorships program to promote safe driving to locals and visitors at the Boyup Brook Country Music Festival.

Sponsorship Manager Carina Lauder said the sponsorship support is part of the \$435,000 already provided to local communities since the RAC's Community Sponsorships program began in 2011.

"The RAC has been an integral part of the Western Australian community for more than 100 years and is committed to giving back to RAC members and the wider community.

"A key priority for the RAC is to help provide safer, sustainable and more convenient travel options for our members, and we do this by directing funds back into the community," Ms Lauder said.

The Country Music Club of Boyup Brook will use the sponsorship to promote the importance of not driving after drinking to country music enthusiasts during the festival.

"The South West region's road fatality rate is almost double that of the State, and alcohol continues to be one of the biggest single cause of death on WA country roads.

"Unsealed roads and long distances increase a driver's chance of having a crash. That's why the RAC is supporting this popular event."

Country Music Club of Boyup Brook Music Director Sharon Winter said organisers will communicate with locals, visitors, friends and family about the importance of staying safe on the roads.

"The RAC's support is very much appreciated by everyone connected with the Club and I'm sure will impact on many people attending the Country Music Festival."

To view examples of previously supported projects under the RAC Community Sponsorships program [click here](#) or for more information download the RAC Community Sponsorships Guidelines from [rac.com.au/sponsorship](http://rac.com.au/sponsorship).

The next round of Community Sponsorships closes Monday 24 February 2014.

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