

Press release

24th July 2013

FOR IMMEDIATE RELEASE

CLEARVIEW TRAFFIC RUNS A BRIGHT DAY FOR BRAKE

On 24th July 2013, Clearview Traffic ran a Bright Day and raised funds for Brake, the national road safety charity. Staff turned up to work wearing crazily bright clothes and donated £136.56 to Brake, supporting the charity's crucial work with families bereaved by road crashes. As this charity is closely aligned to our reason for being, we are going to match these donations and rounded up the total to £300.



The Bright Day for Brake project is run in association with Autoglass®, the UK's leading vehicle glass repair and replacement company, and raises awareness about the 124 people killed or hurt on foot or bikes every day on British roads [1]. The project raises awareness about the need to wear bright clothing during

dark winter evenings, and reminds drivers to slow down and watch out for pedestrians and cyclists, particularly around schools.

Martin Howard, spokesperson at Brake, said: "Brake is extremely grateful to all of the organisations that have run Bright Days during 2012 and raised awareness about road safety. The money donated by Clearview Traffic will be crucial in funding our work with families bereaved by road crashes, supporting people during the worst time of their lives".

Nick Lanigan, Managing Director from Clearview Traffic, said: "We were delighted to run a Bright Day for Brake to support a worthwhile charity. We saw it as a great opportunity to spread crucial road safety messages, and help to play a part in reducing the number of crashes on UK roads".

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About Clearview Traffic:

Clearview Traffic brings together over 50 years of combined road safety and traffic data collection expertise in our multi-award winning brands: Astucia and Golden River. These brands are known and respected worldwide as pioneers and leaders in the field of Intelligent Transportation Systems (ITS), delivering innovative solutions that help reduce casualties on the world's roads, reduce congestion and safely increase the capacity and effectiveness of road networks.

Clearview Traffic Brands:

Astucia The award winning market innovator for intelligent road studs

Golden River A comprehensive range of intuitive, cost effective and sustainable traffic data management solutions, a leader in the field of automated traffic counting and classifying