

## Press Release

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### **STOP BY THE RULES! Fun with the A1 AmberOne Motorway, or an effective way of teaching children the rules of safety in traffic**

Gdańsk Transport Company SA, concessionaire of the A1 AmberOne Motorway, has for years pursued an educational and informative campaign entitled: 'Safety, My Second Name', with the view of enhancing safety of travelling on the Polish roads.

The most recent edition of the campaign under the motto: STOP BY THE RULES! focuses on safety rules valid not only on motorways, but in cities and smaller localities as well. As usual, our attention focuses on children who frequently move about unattended e.g. going to and coming back from school. This is why, bearing in mind that: 'As the twig is bent...', even the youngest children are taught the traffic rules and first aid skills.

AmberOne has devised a way to give primary school pupils excellent play-time. Deviously though, in the times of computer games and applications AmberOne has gone for the manual form of an educational game – blown up to a gigantic scale! The large-format and interactive installation with a whole series of tasks and challenges fixed to the walls, will be put up in schools as of 22 May. To solve the subsequent problems and win scores the children will have to use their knowledge of traffic safety rules and first aid, backed with creativity and the skill of tracking down hints. The final to be held in each school will consist of a topical quiz combined with a blow-up of a board game where the pupils themselves will be the pawns. It looks like a lot of fun ahead!

AmberOne's first choice was to extend the invitations to join in the fun to Primary Schools in the localities on its course: Tczew, Turzno, Lisewo, Wiąd, Wielki Komorsk, and Kopytkowo. Each of the visited schools will receive a game "Play hopscotch – win a life" with short version of first aid rules.

The gigantic installation and a blow-up of a board game with the rules is not everything. Within the campaign AmberOne Autostrada A1, announces a 'HOLD ON TO THE RULES!' Competition. The competition has been devised for Students of grades 4-6 from over 30 schools in the Pomeranian and Kuyavy-Pomeranian voivodships. The competition challenge consists in making a short, creative film on a selected issue related to the road traffic safety rules. The screenplay of the film can ponder the following exemplary areas:

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Informacje dodatkowe / Additional information:

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- first aid
- road signs
- safety of those on foot, drivers, passengers – children and adults
- carrying animals and luggage safely
- speed, parking, crossing the road

The 'HOLD ON TO THE RULES!' Competition will offer an opportunity to verify what the Students know, and at the same time stimulate their imagination whilst contributing to the triggering of the community spirit, e.g. when faced with a road accident. The films created by pupils will be available on our FB and YouTube profiles of the motorway.