

## COUNTRY ROADS CAMPAIGN 2018

### **PR**

Claire MacKenzie, 36, from Wick, who tragically lost her younger brother Scott in a country road accident in 2008, just a month after his seventeenth birthday, will be supporting the campaign and participating in PR activity.

We will be targeting national and regional media to place news stories, features and interviews to raise awareness and inform the public about the campaign.

Real stories featuring real people have a greater impact in terms of communicating campaign messages in the media and we are always on the lookout for suitable case studies. If you would like to be involved in the PR campaign as a spokesperson or case study, want to tell us about local initiatives, or just need some advice about getting local publicity, please contact

[roadsafety@smartscommunicate.com](mailto:roadsafety@smartscommunicate.com).

### **Field activity**

We'll be using VR technology to take the film on tour around Scotland, letting people experience the hazards on a country road in an unforgettable way.

A number of events will be taking place throughout the country. We will update this resource as the events are confirmed so check back here at a later date for a full list of locations and activity.

We'll be approaching a number of partners to help spread the message and try out the VR technology. If you'd like to get involved please contact [roadsafety@smartscommunicate.com](mailto:roadsafety@smartscommunicate.com).