

Press Release

Commission for Taxi Regulation and Road Safety Authority Launch Joint Summer Campaign

(July 3rd 2008) There is no real excuse to drink and drive this summer. That's the central message of a new national advertising campaign being launched jointly by the Commission for Taxi Regulation and the Road Safety Authority.

The new "Friends" themed campaign will hit the airways next Monday (July 7th, 2008) and depicts a variety of summertime group events where friends gather together for fun and enjoyment. The common theme drawing the events together is that a licensed taxi, hackney or limousine is always there to make sure they arrive and get home safely.

"People should never, ever drink and drive," said Commissioner for Taxi Regulation, Kathleen Doyle. "Everybody likes to get out and enjoy themselves during an Irish summer. This campaign is aimed at reminding people that Ireland's licensed taxis, hackneys and limousines provide a first class, flexible, door-to-door service, 365 days a year, 24 hours a day. The service not only ensures that you arrive at your destination in comfort but that you also get home safe and sound."

CEO of the Road Safety Authority Noel Brett commented; " We are delighted to be associated with this important campaign by the Taxi Regulator which reminds people to plan ahead when going out for a drink over the holiday period. The key message is enjoy yourselves when socialising but not to mix drinking and driving. Leave the keys at home and arrange alternative transport such as a taxi or hackney, and don't forget that time is the only way to get alcohol out of your system, so don't assume you are safe to drive the morning after a night out" stated Brett.

The initiative takes the form of a high visibility nationwide eight-week television, radio and print advertising campaign and aims to remind people how easy it is to take advantage of Ireland's taxi, hackney and limousine services. The campaign has been created by Y&R advertising, produced by H2 Films and directed by Stephen St. Leger.

The campaign will run this summer and again at Christmas as a compliment to the Road Safety Authority's ongoing anti drink drive initiatives and the Commission for Taxi Regulation's regular promotion of the SPSV industry.

"We are very pleased to work with the Road Safety Authority on this campaign. As with our previous joint initiatives, working with the RSA enables us to promote the services of the industry while spreading important safety messages to the general public," Kathleen Doyle added.

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