



MEDIA RELEASE

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TAC urges riders to gear up for Ride for the Hills

The Transport Accident Commission is urging motorcyclists taking part in this Sunday's Ride for the Hills to gear up by wearing a full set of protective clothing.

Ride for the Hills will be held on Sunday 14th February to provide support for the ongoing Black Saturday bushfire recovery efforts. Organisers aim to attract 4,000 motorcyclists and hope to raise \$60,000 with all proceeds from the ride donated to the SES and CFA stations that lost equipment in the 2009 fires.

The TAC's Manager of Road Safety Samantha Cockfield said, "The TAC is proud to support this year's Ride for the Hills. We are making a gold coin donation for every participating rider that is wearing full protective clothing. We urge riders to gear up and show their support for this great fundraising initiative."

"Protective clothing is one of the best ways that riders can reduce their risk of a serious injury if they happen to come off their bike. The TAC would like to see everybody arrive safely at the Whittlesea Country Music Festival after their ride on Sunday."

"We encourage riders to make choices that reduce their risks each time they jump on their bike – whether that be by wearing the right protective clothing or by simply slowing down."

Currently motorcyclists account for 4% of the Victorian motor-vehicle fleet and for less than 1% of vehicle kilometres travelled. However, riders continue to be over-represented in road trauma. In 2009 they accounted for over 12% of all deaths on Victoria's roads.

"We aim to reduce the number of motorcyclists killed and injured on our roads by engaging riders in a discussion about risk – this Sunday is another opportunity to reinforce our road safety message, while at the same time contributing to bushfire recovery efforts."

In addition to the gold coin contribution for every participating rider who wears full protective clothing, the TAC is also donating \$1,000 of quality protective clothing as prizes for participating riders.

The TAC offers the following tips for motorcyclists taking part in the Ride for the Hills:

- Show off your 'Sunday best' gear on the ride from Albert Park to Whittlesea. Motorcycle gloves, full protective jacket with armour, reinforced pants with knee and hip armour and riding boots are a minimum. A back protector and full face helmet (rather than an open face) are highly recommended for highway riding.
- Allow plenty of time for the ride. Speed is one of the biggest killers on our roads and speed cameras regularly operate on highways throughout Victoria.



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- Watch for cars. Remember that many cars will be heading to Whittlesea's Country Music Festival with drivers who may be unfamiliar with the route. Be mindful of this and stay out of drivers' blindspots.
- Avoid drinking at the Whittlesea Country Music Festival if you plan to ride home. Even small amounts of alcohol in your system affect balance and coordination.

The TAC also urges all car drivers to look out for motorcyclists, especially at intersections and on windy roads where they can be difficult to see.

More details regarding this Sunday's Ride for the Hills can be found at www.rideforthehills.org.au