IMPERIAL Road Safety bringing Car Seats for Kids campaign to Cape Town during Transport Month

30 September 2015 | *Road Safety Highlights*

We are pleased to share the news that Imperial Road Safety will bring their very succesful Car Seats for Kids Campaign to Cape Town.

IMPERIAL ROAD SAFETY READY TO INVADE CAPE TOWN

Start spreading the news – IMPERIAL Road Safety will be bringing their renowned **Car Seats for Kids** campaign to Cape Town during Transport Month in October 2015, following three consecutive, successful years in Johannesburg.

IMPERIAL believes that Cape Town is a region that is drawn to giving back and as such, will be bringing this great project to the region - to expand the campaign's reach and drive further, national awareness.

As a leader in mobility, IMPERIAL aims to educate consumers around the importance of car seats and strapping our children in as well as to provide access to car seats for those that can't afford them or haven't yet realised the importance.

This campaign encourages the donation of car seats by the public, which are then restored, safety checked and redistributed, to provide those families who do not have a car seat or can't afford a new one, with the gift of safety.

The Car Seats for Kids campaign, fully supports government's newly implemented legislation, where all children under the age of three need to be strapped in a car seat when travelling on the roads. This campaign reiterates the importance of car seats and promotes IMPERIAL's view-point, that child safety is an important pillar of our society.

IMPERIAL Road Safety has partnered with some of South Africa's most successful automotive brands within their group; Hyundai, Kia and Renault, to give the public a number of easily accessible drop off-points nationwide. As such, consumers across the country are able to drop-off their old car seats at any of Hyundai, Kia and Renault dealerships for the month of October. In addition, to help manage the day to day collection and storage of the donated car seats, IMPERIAL Retail Logistics has come on board as our logistics partner – a key function for a campaign of this nature.

IF YOU ARE IN CAPE TOWN, JOIN US AT THE FOLLOWING LOCATIONS TO DROP OFF YOUR USED CAR SEATS DURING OCTOBER:

- **Tygervalley Mall**
  Monday, 5 October - 06:00 to 18:00
- **Blue Route Mall**
  Tuesday, 6 October - 06:00 to 18:00
- **Table View Shopping Centre**
  Wednesday, 7 October - 06:00 to 18:00
- **Somerset Mall**
  Thursday, 8 October - 06:00 to 18:00
- **Ratanga Junction**
  Friday, 9 October - 06:00 to 18:00
- **Tygervalley Mall**
  Monday, 12 October - 06:00 to 18:00
- **Silverlea Primary**
  Tuesday, 13 October - 06:00 to 15:00
- **Table View Primary**
  Wednesday, 14 October - 06:00 to 15:00
- **Paarl Gymnasium Primary**
  Thursday, 15 October - 06:00 to 15:00
- **Ratanga Junction parking**
  Friday, 16 October - 06:00 to 18:00

The Car Seats for Kids campaign has also partnered with KFM to drive awareness within the Cape Town region. So tune in to see how you can get involved in donating your used car seats and to keep updated on the amount of seats collected each week.

Child safety on our roads is not only in the hands of parents but South African's at large – so go on and make a difference to a family in need!

Yours sincerely,
IMPERIAL Road Safety

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