

They came, they ran and they conquered - Imperial Road Safety “Rock-ed” The Run!



IMPERIAL Road Safety would like to send a big shout out to all Imperial staff members who came out in their numbers to join the nearly 8 000 social runners who took part in this year’s Hyundai Rock the Run event!

The event, powered by Jacaranda FM, was a huge success and gave us a great opportunity as IMPERIAL Road Safety to spread the message of road safety with all the participants who visited our stand on the day. We were also able to introduce the latest addition to our family – Bongie – our road safety mascot - to the children who attended the event with their parents. Of course, we made sure that the grown-ups were also in on the festivities by letting them try the drunk goggles on hand, and who can forget the dozens of prizes we gave away on the day too!

For those of you who couldn’t join us on the day, check out the photos taken on the day. Don’t despair – you can always join us next year!

Until next time,
The IMPERIAL Road Safety Team



