



92 BUSINESSES JOIN IN AWARD WINNING PROJECT

Ninety two businesses across NSW have signed up to participate in this coming year's Free Cuppa for the Driver scheme.

Twenty three local councils are coming together to implement the successful and award winning Free Cuppa for the Driver scheme, which has continued to develop and expand since its inception in 2010.

The scheme will see visiting drivers offered a 'free cuppa with the locals' in a bid to encourage them to take rest breaks from driving long distances.

The Free Cuppa for the Driver scheme will be officially launched in Dubbo on 1 March 2017 and will continue to offer free coffee and teas until 31 May 2017.

A greater number of businesses in the Dubbo Regional Council area have signed on to participate in the 2017 scheme said council's Road Safety Officer Jayne Bleechmore.

"We have had an even more enthusiastic response in Dubbo and Wellington with 12 businesses registering to take part in next year's scheme" she said.

Registered businesses in the Dubbo Regional Council area are:

- Cobra Street Mini Mart
- Dubbo RSL Club Resort Coffee Shop
- Dundullimal Homestead
- Lavish Coffee & Cuisine
- Lions Pride Café Restaurant
- Northside Sandwich Shop
- Real Food Dubbo
- The Secret Garden Café Dubbo
- The Drover's Dog Tavern Hotel
- Food2Go Wellington
- Pacific Seafoods Wellington
- Griffos Burrendong Hotel.

"The scheme is a win/win. It's a win for road safety as tired drivers can stop and take a break and it's a win for the local participating businesses as they attract more customers - who usually buy something else along with their free cuppa" said Ms Bleechmore.

"Feedback from last year's business owners showed that they took fatigue driving prevention very seriously and did their best to promote awareness by giving away as many coffees as they could. Several business owners said this was one easy way by which they could actually contribute to the reduction of road crash injuries and fatalities," Ms Bleechmore said.

Participating businesses are provided with training and promotion packs to get them started. Window decals, competition entry boxes and entry pads, banners and roadside signs are also provided to all participating businesses.

Last year over 2,500 free cuppas were provided to eligible drivers. Over 60% of drivers that participated in the scheme were from NSW and almost 70% were travelling to a destination in NSW.

Free Cuppa for the Driver booklets and free Apps identify every participating business and will once again be available in local caravan parks, motels and Visitor Information Centres throughout each of the 23 local government areas.

MEDIA CONTACT

Dubbo Regional Council's Road Safety Officer is on extended leave until 2 February 2017. During her absence council's Traffic Engineer, Dennis Valentine can be contacted on 6801 4000.

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