

## FREE CUPPA FOR THE DRIVER KICKS OF ITS 9TH YEAR WITH THE LAUNCH OF THE 2019 PHASE.



Thursday 28 February, saw the official launch of the award-winning 2019 phase of *Free Cuppa for the Driver* road safety and fatigue-prevention campaign, hosted by Bathurst Regional Council and the Harvest Café and Store in Bathurst.

98 businesses across NSW are participating in this year's *Free Cuppa for the Driver* scheme.

22 local councils, including Dubbo Regional Council, are coming together, some for a ninth time, to implement the successful *Free Cuppa for the Drive* scheme, which has continued to develop and expand since its inception in 2010.

Local cafés, restaurants, general stores, clubs and service stations etc. will be encouraging visiting drivers (who have travelled at least 100 km) to stop, take a break and have a complimentary cup of tea or coffee.

"The scheme encourages drivers to take a break from long distance driving before they become fatigued and we encourage them to stop for a free cup of tea or coffee, have a stretch, and have a chat with a local and perhaps a look around an area they haven't visited before," Dubbo Regional Councils Road Safety Officer Jayne Bleechmore said.

The *Free Cuppa for the Driver* scheme commenced on 1 March 2019 and will run until 31 May 2019.

"The scheme is a win/win/win. It's especially a win for road safety as tired drivers will stop to take a break, it's a win for local towns as they attract more stopping visitors and it's a win for the local participating businesses as they attract

more customers, who usually buy something to go along with their free cuppa” said Ms Bleechmore.

“Feedback from participating business owners demonstrated their commitment to road safety, affirming that they take the prevention of driver fatigue very seriously and do their best to promote awareness by giving away as many coffees as they can. Several business owners said they were proud to be able to contribute to the reduction of road crash injuries and fatalities in their area,” Ms Bleechmore added.

Participating businesses are provided with all the merchandise and marketing materials required to execute their part in the scheme.

*Free Cuppa for the Driver* booklets, which identify the participating business, will be available in local caravan parks, motels and Visitor Information Centres across NSW, and parts of QLD and VIC. The brochure will also be available online at [www.freecuppa.com.au](http://www.freecuppa.com.au)

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