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TODDLER ON ROAD INFLUENCED BY NRMA COMMERCIAL?

In light of a near-tragic incident that occurred this morning, road safety advocate Peter Olsen has again highlighted the potential risk of NRMA Motorserve television commercials that feature babies crawling along roads.

"As you would be aware a toddler was found standing in the middle of busy Chapel Rd Bankstown at 4am this morning. Fortunately a motorist stopped and removed the child before it was run over, but the outcome could so easily have been tragic.

"My recollection is that one of the NRMA's Motorserve ads, featuring a baby, screened on television yesterday or the day before.

"I have suggested to the NRMA that they should contact the parents to ascertain whether the child was watching television at the time the commercial screened, just in case there is a connection. I have as yet received no response.

"I pointed out to the NRMA that, contrary to their apparent belief, toddlers do emulate what they see on television.

"I again call on the NRMA to withdraw the commercials before they result in tragedy.

For more information contact Peter Olsen, 0414-538-404