



MEDIA RELEASE

Amber Community launches the 12th annual Shine a Light on Road Safety Campaign

Amber Community is excited to announce the 12th annual **Shine a Light on Road Safety** campaign, a statewide initiative to raise awareness of road safety and support those impacted by road trauma. This month-long campaign will run throughout May 2025, uniting individuals, families, and communities across Victoria—from bustling cities to regional towns—to advocate for safer roads.

Why this campaign matters

The Shine a Light on Road Safety campaign highlights the urgent need to reduce deaths and injuries on Victorian roads. With road trauma continuing to affect countless families, the campaign aims to raise awareness and inspire change. Funds raised will enable Amber Community to provide free counselling, peer support, and educational programs for those affected by road trauma across both metropolitan and regional areas.

Join us at the community Walk & Wheel in Melbourne

The campaign kicks off with the highly anticipated community Walk & Wheel at Albert Park Lake on Sunday 4 May 2025. This inspiring event invites participants to walk, or wheel around on your bicycle, wheelchair or mobility scooter or push a pram either 2km or 5km in memory of lives lost and in support of those impacted by road trauma.

- **Location:** Palms Lawn, Albert Park Lake
- **Registration:** Opens at 10:00 AM
- **Pre-Walk & Wheel proceedings:** 11:00 AM
- **Walk start time:** 11:30 AM

Special guest speakers, including the Minister for Roads and Road Safety, an Amber Community lived experience volunteer, and Victoria Police's Assistant Commissioner for Road Policing, will share personal and inspiring messages about the importance of road safety.

Fundraise Your Way

This year, Amber Community encourages Victorians everywhere to take part in the Fundraise Your Way initiative throughout the entire month of May. From walking and swimming to running or hosting events, your creativity and commitment will help us reach our \$107,000 fundraising goal, supporting counselling, education, and peer-support services for those impacted by road trauma.

Regional communities: A vital part of the campaign

Road safety is a shared responsibility, and regional communities play a crucial role in creating change. Whether you're in Melbourne or regional Victoria, the Shine a Light on Road Safety campaign invites everyone to get involved by raising awareness and fundraising in their local areas.



For those unable to join the Melbourne Walk & Wheel, Fundraise Your Way provides a perfect opportunity to participate. From hosting bake sales to organising local walks, barbeques, or cycling events, regional Victorians can make a meaningful impact while fostering road safety discussions in their communities.

A united commitment to safer roads

The campaign is proudly supported by the Transport Accident Commission, the Victorian Government, and key road safety partners, showcasing a united effort to improve road safety across the state.

Headlights

On Friday 2 May, drivers are encouraged to turn on their headlights as a simple but powerful statement of their support for road safety awareness.

Illuminations

Metropolitan and regional landmarks amplify the campaign message by illuminating in yellow during National Road Safety Week (11 May – 18 May 2025), encouraging residents to reflect on the importance of safe driving.

Get involved

Be part of this vital initiative by registering for the Community Walk & Wheel, hosting a local event, or starting a fundraiser in your community. Together, we can shine a light on road safety and support those who need it most.

For more details, visit: <https://getinvolved.ambercommunity.org.au/event/shine-a-light>

To learn more about community fundraising, please contact:

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