



Arrive Alive now online

The younger generation knows the World Wide Web as a highly effective information source.

With this in mind, the *Arrive Alive* web site www.arrivealive.co.za

has been developed by a young web design team; drawn from Paco Internet and Wireless Solutions, they felt strongly that road safety should not only be addressed on TV and Radio, and in the print media, but that the Internet is a highly effective medium of communication in its own right.

Since it was launched on 14 March 2003 the site has received in excess of 809,000 hits and many postings in the discussion forum. Responses from the public (private individuals as well as people in the business and industrial sectors) indicate that the facility has contributed significantly to the enhancement of road safety

awareness in South Africa.

A non-commercial site, www.arrivealive.co.za derives no financial benefit from the service it provides. It was developed primarily as a means of enhancing and promoting road safety, and as a vehicle for showcasing the efforts of the Ministry of Transport's *Arrive Alive* campaign and other international road safety institutions.

As a result of careful development planning and close cooperation with the National Department of Transport, the CSIR (Transportek), Uniarc and MRC, the site is a highly effective information portal that contributes frequently to the publication of newspaper and magazines articles, radio interviews and articles on other web sites. Ongoing development has been made possible through the sponsorships of Digicore Holdings, Volkswagen SA and Precision Safety Appliances.

Various links to the web site have been established and it is now the number one site on Google for web searches under the 'Arrive Alive' heading. 

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