**[Your Organisation’s Name] supports World Day of Remembrance for Road Traffic Victims 2024**

**FOR IMMEDIATE RELEASE: [Date]**

[Your Organisation’s Name] is proud to support the upcoming World Day of Remembrance for Road Traffic Victims, taking place on Sunday, November 17, 2024.

This day provides a global opportunity to honour the millions of people who have tragically been killed or seriously injured in road crashes, and to stand in solidarity with the families and communities left to cope with the aftermath.

It also recognises the vital role of emergency services, including police, paramedics and fire and rescue teams, who are often the first on the scene of road crashes, providing essential help, saving lives and supporting victims.

Created in 1993 by Brigitte Chaudhry, the founder of RoadPeace, World Day of Remembrance is now observed in countries around the world, providing an essential space for remembrance, reflection and advocacy for safer roads.

**Why World Day of Remembrance is so important**

Since the first World Day of Remembrance, an estimated 36.8 million people have been killed in road crashes worldwide, highlighting the ongoing crisis faced on roads across the globe.

Tragically, 1.19 million people are killed in road crashes annually on the world’s roads and road traffic injuries are the leading cause of death for children and young adults aged 5-29.

World Day of Remembrance 2024 provides an essential moment for reflection, advocacy and community. It brings together bereaved families, professionals and local communities, not only to honour those who have been killed, but also to demand urgent action to prevent future tragedies.

[Your Organisation’s Name] is committed to raising awareness of road danger reduction and supporting those affected by road crashes. As part of this year’s World Day of Remembrance, we will be [insert details of your organisation’s planned initiatives, events, or campaigns].

Local spokesperson quote: We encourage your organisation to include a quote from a local spokesperson, highlighting the significance of marking World Day of Remembrance. This could focus on the importance of remembering victims, supporting their families and advocating for safer roads. For example:  
[Your Spokesperson’s Name], [Job Title] at [Your Organisation’s Name], said: “World Day of Remembrance is a critical time for reflection and action. By marking this day, we not only honour those who have tragically been killed and injured, but also commit to helping to prevent future tragedies. We are proud to support this important cause and stand with those affected by road crashes in our community.’”

RoadPeace, the national charity for road crash victims, has expressed its gratitude for the involvement of organisations like [Your Organisation’s Name].

Petra Kendall-Raynor, Chair of RoadPeace, said: “We are deeply grateful to [Your Organisation’s Name] for their support of World Day of Remembrance 2024. It’s heartening to see communities and organisations come together to honour victims of road crashes and raise awareness about the urgent need for safer roads. Together, we can work towards a future where no more lives are needlessly lost.”

For details of local services of remembrance that are taking place across the UK on November 17, visit the [**RoadPeace website**](https://www.roadpeace.org/remembering-lives-lost/world-day-of-remembrance/).

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