

National road safety campaign launched

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Bamburi Cement has today launched a national road safety campaign aimed at reducing road accidents over the festive season.

It is aimed at improving truck drivers', boda boda operators', and other road users' knowledge on the risks associated with speeding and the need to follow speed limits and other regulations. Additionally, Bamburi will also share road safety best practice.

Dubbed 'Jitunze Uishi', the campaign's caravan will traverse the Athi River - Mlolongo - Mai Mahiu - Nakuru - Salgaa - Burn Forest - Eldoret - Jua Kali - Kanduyi - Malaba route, stopping at designated points along the corridor to sensitize drivers, boda boda operators and other road users on road safety.

The campaign has been sponsored by Bamburi Cement in collaboration with its contracted transporters to the tune of Ksh3 million.

Speaking during launch and flagging off ceremony held at the company's Nairobi Grinding Plant, Principle Secreatry Ministry of Transport and Infrastructure Mr Nduva Muli, said that although efforts have been made to address the issue of road safety, there is still a lot to be done. He further said road safety is the responsibility of all Kenyans.

“The success of any road safety campaign either championed by the Government or any other entity will undoubtedly depend on the role played by all of us. Government alone cannot win this war. We recognize the

contribution this campaign will make to the national effort of reducing carnage on our roads,” said Mr Muli.

Bamburi has for the last seven years conducted annual road safety awareness campaigns just before the festive season, a period traditionally associated with the high incidence of accidents on Kenyan roads.

“We recognize that road safety is an issue of utmost national concern. To complement the Government’s efforts, we have made it a point to share our experiences and knowledge in safety with Kenyans especially communities next to our sites and along the corridors where our raw materials and finished products are transported,” said Bamburi Cement Kenya Managing Director Bruno Pescheux.

“We believe our effort has with time borne fruit and saved lives in the last seven years that we have run the campaign,”

According to Government figures, about 3,000 lives are lost annually through road accidents.

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NOTES TO EDITORS

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Bamburi Cement Limited, a subsidiary of Lafarge, is the leading cement manufacturing and marketing Company in the Eastern Africa region. It has three subsidiaries Hima Cement Ltd (Uganda), Bamburi Special Products Ltd and Lafarge Ecosystems Ltd.

More information is available on Lafarge's website: www.lafarge.com and www.Lafarge.co.ke

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