

Bamburi renews commitment to road safety

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...Bamburi unveils **Kshs 3million** campaign ahead of festive season

14 December 2009 ...Leading local cement manufacturer Bamburi Cement, has renewed its commitment to road safety on the Kenyan and Ugandan roads ahead of the Christmas festivities period when the region often witnesses the worst incidents of road carnage.

Hon Chirau Ali Mwakwere (left), Minister for Transport has a word with Hus Bamburi Cement Group managing director as Loyford Kibaara, the Athi River commissioner looks on.

The Bamburi Cement Road Safety Campaign and Road Show initiative, dubbed ***Stop The Pain, Be Proactive to End Road Carnage***, was flagged off by Hon Chirau Ali Mwakwere, the Minister for Transport and John Stull, the Lafarge Africa President. The campaign targets all road users in the region and will be activated by Bamburi Cement in partnership with the company's cement transporters.

Bamburi Cement has invested **Kshs. 3 million** in this campaign and involves the cement transport trucks stopping at various towns along the Mombasa – Kampala highway and briefing communities and fellow drivers on road safety during this season.

During the flag-off ceremony held today, John Stull revealed that road safety is an issue that Lafarge and its partners globally take seriously and accord critical investment.

Hon Chirau Ali Mwakwere (left), Minister for Transport has a word with Hus Bamburi Cement Group managing director as Loyford Kibaara, the Athi River commissioner looks on.

Speaking during ceremony at Bamburi Cement's Nairobi Grinding Plant **truck yard** in Athi River, Stull said his Lafarge's global experience on safety has inspired them to take a keen interest in the sustenance of road safety by its partners in Kenya – Bamburi Cement and in Uganda – Hima Cement.

“December presents the biggest challenge in road safety in this region and records the highest numbers of road accidents. It is sad that a festive season that should bring good tidings gets negated by road carnage. Bamburi Cement hopes to do its bit for the holiday season by raising road safety awareness to inspire drivers to be extra careful”.

Stull confirmed that Lafarge and its partners in East Africa are on course to step up involvement in road safety with particular emphasis on road users in Kenya and Uganda.

Hon Mwakwere lauded Bamburi Cement and its partners for the road safety initiative. He asked all Kenyans to take control to take control of safety on their roads and save lives. He promised swift and decisive action on motorists who break traffic laws. Said he, “We lose an average of 3,000 lives on the Kenyan roads annually. This must stop.”