



injury by 40-60%. Promotional activities aim to raise awareness and culture of people in using seatbelts.

The same advertising banners were placed in Public Transport of Tbilisi.

This form of advertising is regarded to be one of the most effective methods for disseminating information, since the majority of population travels by public transport.



Fasten Seatbelt for Your Love – New Advertising Video

The slogan of the new advertising video “Fasten the Seatbelt for Your Love” gained popularity immediately after being broadcasted.

It shows an ideal family and their positive approach to using seatbelts. The new video of the Foundation was aired on major TV Channels (Public Broadcasting, Rustavi 2, Mze, Real TV) and was spread via different internet sites and forums.

There were active discussions about the commercial itself as well as about the use of safety belts.



Presentation of the referred video coincided with St Valentine's day. On the same day, the Foundation organized another event in Tbilis, any couple walking received a box of chocolates specially packed for this day and balloons with writing on it – Fasten the seatbelt for your Love!

Promotional actions and campaigns are priority directions of the Foundation.

PR campaigns are aimed at raising positive feelings towards using seatbelts and delivering information about the importance and necessity of using seatbelt.

Board Meeting in the Parliament

Board meeting was held in the Parliament of Georgia within the framework of the project Georgia Alliance for Safe Roads. The board is chaired by the First Lady of Georgia Sandra Roelofs. The main topic of the meeting was legislative change in relation to seatbelt use. The meeting was attended by First Lady Sandra

