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Story

Sembcorp Salalah sponsors road safety campaign

Salalah, 0 hours, 47 minutes ago

Sembcorp Salalah, an Oman-based power and water company, sponsored a major road safety campaign in Mirbat recently.

The four-month campaign was launched by the Wali of Mirbat Sheikh Saif Ahmed Said Al Ghribi.

It aims to raise awareness of unsafe driving practices that can lead to accidents and fatalities. It attempts to educate drivers on speeding, overtaking, techniques for crossing wadis and on the importance of adhering to road and traffic regulations.

The campaign is supported by the Royal Oman Police and various local businesses and government departments.

Sheikh Saif said: "Too many people die on Oman's roads each year. The loss of human life places a huge toll on families, friends and on the community as a whole. The cost of emergency services, medical care, and human grief is enormous and we must all play a part in improving the current situation."



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The Royal Oman Police statistics for 2012 reveals that road accidents led to one case of injury every hour and one death reported every eight hours. A total of 1,139 people were killed in road accidents across the country in 2012.

The campaign includes an exhibition of road safety messages, posters and videos. A specially designed traffic park for children to increase awareness on traffic safety has also been launched.

In addition, numerous new sign-boards displaying safety messages have been erected along the highways of Salalah-Mirbat.

Lim Yeow Keong, general manager of Sembcorp, the diamond sponsor for the campaign, said: "We are proud to support this vital initiative in our local community. It is to the great credit of the Wali of Mirbat and the Royal Oman Police of Mirbat that they have created this opportunity to educate everyone to be safer on the roads." - **TradeArabia News Service**