



Patrick Dempsey joins the #3500LIVES Road Safety Campaign

04.06.2018



Every day, 3,500 people die in road traffic crashes worldwide, including 500 children. Young people are particularly affected as road traffic crashes are the main cause of death of 15 to 29 year olds.

To tackle this challenge, the FIA has partnered with the number one outdoor advertising company worldwide JCDecaux, and together, on 10 March 2017 they launched #3500LIVES - the first global road safety campaign. Through a concrete and positive approach, the #3500LIVES campaign encourages all road users to adopt simple, easily applicable and efficient road safety rules. So far, the campaign has been visible in over 900 cities, in more than 75 countries.

Today, on the occasion of International Children's Day, the FIA is releasing a new #3500LIVES campaign visual featuring Patrick Dempsey. Illustrating the "Slow Down for Kids" rule, Patrick Dempsey invites drivers to slow down in high-risk areas and school zones and to always pay attention while driving.

Indeed, between 40 and 50% of people drive above the speed limit. Moreover, it is estimated that a 5% reduction in average speed can result in a 30% decrease in number of fatal crashes.

"This campaign is crucial. It can really make a difference if more people know the facts and are aware of the road safety issue. It is easy to slow down in high risk areas and it can save lives." stated the new campaign Ambassador. By embodying this rule, Patrick Dempsey will add on to the 14 existing celebrities from the worlds of entertainment (Michael Fassbender, Pharrell Williams and Michelle Yeoh), motor racing (Fernando Alonso, Marc Márquez, Felipe Massa and Nico Rosberg), sport (Yohan Blake, Haile Gebrselassie, Antoine Griezmann, Vanessa Low, Rafael Nadal and Wayne van Niekerk), and politics (Anne Hidalgo) who aim to raise awareness on other key risk factors such as speed, alcohol, seatbelts...

You can discover Patrick Dempsey's video message [here](#).

Info: FIA.com