

MEDIA RELEASE

Monday 25 September 2017

BUSINESS REGISTRATIONS ARE NOW OPEN FOR 'FREE CUPPA' 2018

Organisers of the award winning 'Free Cuppa for the Driver' scheme are now inviting local businesses to register for phase eight of the successful driver fatigue awareness campaign which will operate from 1 March to 31 May 2018.

The scheme encourages visiting drivers to stop at participating businesses for a free cup of coffee or tea so as to take a break from driving long distances.

Narrandera Shire Councils Road Safety Officer, Kym Snow says, "The scheme is a win for everyone involved. It's a win for road safety as drivers take a rest break, a win for local villages, towns and cities as they attract increased visitors and a win for businesses as they attract increased customers."

"Past years saw participating businesses reporting an almost 30% increase in patronage, with almost three quarters of the people participating in the scheme driving a vehicle containing two or more passengers, it was clear that other purchases were evident above their free cuppa," Miss Snow said.

"The scheme will be operating in at least 24 local government areas within Western and South Western NSW stretching from the Victorian border to the Queensland border. The vast areas comprise of highways like the Castlereagh, Gwydir, Golden, Great Western, Hume, Mitchell, Newell, Olympic and Oxley which drivers use for work, holidaying or touring," Miss Snow said.

Since its inception in 2010, the 'Free Cuppa for the Driver' scheme through its 256 participating businesses has given away 6,784 free cuppas in 187 towns, cities and villages in NSW.

"There were two participating businesses in the Narrandera shire during phase seven last year and at this early stage we have already received enquiries from local businesses wanting to register. In phase eight we would love to welcome even more businesses" Miss Snow said.

The closing date for phase eight registrations is Friday 6 October 2017. If your business would like to participate in the 'Free Cuppa for the Driver' scheme, then please contact Kym Snow on (02) 6959 5510 or email rso@narrandera.nsw.gov.au.

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Precis or Summary: Business registrations are now open for 'Free Cuppa' 2018			
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