

## Committed to Road Safety

### The Spanish Ministry of Interior and the Abertis Foundation are launching a campaign entitled #SumatuLuz to deter youngsters from drink-driving

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- Last weekend, a high-impact action was undertaken at two night clubs in Barcelona and Madrid: Cocoa Mataró and Ghetto Las Rozas, where a video was shown in which a prisoner condemned for driving offences involving fatal casualties talks to the youngsters from his cell.
  - The aim is to turn this action into a powerful, shocking and viral piece in order to raise awareness on the risk of driving under the influence of drink and drugs with a view to Christmas.
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#### Madrid, 20 December 2017

The Spanish Interior Minister, **Juan Ignacio Zoido**, and the director of Abertis Foundation, **Sergi Loughney**, today presented **#SumatuLuz**, a novel campaign to raise awareness on the risk of driving under the influence of drink and/or drugs, aimed particularly at youngsters who will be going out at night over the Christmas period.

Zoido, has sent a message to raise consciousness to drivers, especially to the younger ones that "must serve forever" regarding to one of the main factors in terms of accident rates, the consumption of alcohol and drugs. "While driving, zero alcohol and zero drugs", has stated.

In the speech of Sergi Loughney, Abertis Institutional Relations & CSR Director, has claimed that this campaign inscribes itself within the program called Road Safety, which combines Abertis acknowledgment in the management of road safety on the toll road with their experience in education and awareness programmes for children and young people.

"As a leading company in road safety management in toll roads –added- road security is a priority for Abertis and its Foundation. This campaign joins other innovative initiatives of Abertis, as the recent global agreement with UNICEF to promote the road safety of children on their daily journey to school, a sign of our commitment to society and future generations".

The campaign was launched last weekend through an action entitled "El Apagón" (The Blackout) at two night clubs in Barcelona and Madrid: Cocoa (Mataró) and Ghetto (Las Rozas). At 2.30 on Sunday morning, both night clubs simultaneously turned off the lights

and showed a video starring a prisoner who is serving time for killing someone while drink-driving. On the way out, clubbers were given a light up key ring to remind of the campaign's slogan: "Tienes la llave para que no se apague tu luz" (You hold the key to keeping your light shining).

A film crew recorded the clubbers' reactions before, during and after the "blackout". This video is available on the campaign website: [www.elapagon.es](http://www.elapagon.es). The action carried out at the night clubs kicks off a positive campaign that will be undertaken through social media. Under the hashtag #Sumatuluz (#Addyourlight), it invites you to learn about the initiative, join the action, and help raise awareness amongst friends.

Through [www.elapagon.es](http://www.elapagon.es), everyone is invited to share the campaign on social media, and participation is encouraged by giving away a light up key ring - like the ones handed out at the night clubs - to the first 1,000 people who share it.

The website also has a heatmap reflecting the commitment of all who join the initiative. To take part, just send your commitment in writing using the campaign hashtag #SumatuLuz. With each new commitment, the heatmap will get brighter. And, since it is synchronised and monitored, the more people who use the hashtag, the more lights that will appear.*hashtag*

Lastly, the website also includes information from Spain's Directorate General of Traffic about accident rates involving drink and drugs, along with a warning from the prisoner that appears in the video.

### Abertis Foundation

The Abertis Foundation was established in 1999 with the purpose of mitigating the impact of the Abertis Group's activities on the different regions and countries in which it operates. The Foundation has always prioritised actions related to road safety, the environment and social action, in keeping with Abertis' Strategic Corporate Social Responsibility Plan and the Abertis Group's commitment to road safety.

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