

Improvement of road safety

The Abertis Foundation, Movistar, Servei Català de Trànsit and Yelmo Cines launch the #PuedoEsperar campaign to alert about the risk of using the mobile phone at the wheel at Catalonia

- It is a shocking communication action that has captured the interest of the public in a place where it is not common to receive this type of message, movie theatres.
 - The institutions involved will actively collaborate to encourage participation in the campaign through social networks.
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Barcelona, December 20, 2019

The director of Servei Català de Trànsit (SCT), **Juli Gendrau**; the manager of the Abertis Foundation, **Georgina Flamme**; the director of Telefónica Companies in Catalonia, **Enrique Santiago**; the Manager of Yelmo Cines of Sant Cugat, **Javier Meléndez**; and the mayor of Sant Cugat, **Mireia Ingla**, have presented today #PuedoEsperar, a road safety campaign promoted by the Abertis Foundation to alert and raise public awareness of the risk of using the mobile phone and instant messaging applications improperly while driving.

The campaign is aimed at raising awareness about this danger, transmitting a shocking message in a place where it is not usual to receive this type of message: movie theatres.

This creative communication action is based on the real testimony of Enzo, a young man who suffered very serious and irreversible injuries due to a traffic accident caused by answering a text message while he was at the wheel, wants to make the public reflect on the importance of being able to wait and decide how and when to use the mobile phone when driving.

The spectators who pass through the multiplex cinema of Yelmo Cines in Sant Cugat del Vallès will find a crashed car. Before the movie, from the screen, Enzo reveals to the spectators the meaning of the car and the consequences of the terrible accident that he himself suffered. Sant Cugat is the second locality in which the presentation of this campaign has been carried out, after its run in Rivas Vaciamadrid, municipality of Madrid.

The reactions of the public present in the rooms can be seen in the more than 400 rooms of Yelmo Cines in Spain, on the channels of Movistar Spain, Abertis Foundation and Yelmo, as well as on the campaign website: www.puedoesperar.com.

The action carried out in movie theatres goes hand in hand with a positive campaign that will be carried out through social networks, with the hashtag “#PuedoEsperar”. All the institutions involved will actively collaborate to encourage the participation of the public, which will be able to interact by explaining through social networks how, in many moments, answering to the mobile phone while driving is not urgent and can always wait. To participate they just have to write what their commitment is, with the campaign hashtag.

About the Abertis Foundation

The Abertis Foundation was born in 1999 as a nonprofit entity, with the aim of responding to the impact that the economic activity of the Abertis Group has on the different territories and countries where the Group is present. The Foundation has always given priority to actions related to road safety, the environment and social action, in line with the Abertis Strategic Social Responsibility Plan and the Abertis Group’s commitment to road safety.

Link to download campaign videos (Spanish and Catalan):
<https://ydray.com/get//zX15767553665915/1ANU2XljZxt>

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