

## **City to Surf Road Closures Everybody's Business**

City to Surf organisers have today announced the launch of an unprecedented public awareness campaign attached to WA's largest community sporting event. In light of issues surrounding smaller events in Perth in the past 12 months organisers are dedicated to communicating with the public the impact of the event on travel around Perth on the last Sunday in August.

The comprehensive campaign includes extensive information for participants, residents, spectators and the broader community. An interactive map has been developed to identify road closures and alternative routes on race day. This map is the backbone of a far reaching public awareness campaign that has been developed by event organisers working with stakeholders and local councils.

PerthNow.com.au will be supporting the public awareness campaign online.

The interactive map, created by Mapping Partner Landgate is the first of its kind for an event in WA. It is user friendly and easy to navigate.

"We are by far the largest community event in WA, and our impact on the roads is significant. We have committed to leading by example in addressing community concern over traffic issues arising out of the event" Event Manager Laura McKelvey.

The combination of road closure information, as well as a clear and concise message to participants to use free public transport to and from the event will place the City to Surf at the forefront of event public awareness in WA.

"We recognise that a number of the congestion issues are caused by event generated traffic, so step one has been working to reduce that" Race Director Chris Letts.

Working in partnership with Transperth, the City to Surf now offers all participants and volunteers free public transport into and out of the City, as well as a free bus shuttle service that will operate between the City and City Beach to shuttle participants, volunteers and spectators into and out of the congested areas.

The campaign has come about following community concerns arising from the World Triathlon Championships last year and the recent Run for a Reason. These events caused significant traffic issues along major arteries in and around Perth. City to Surf organisers understand the communities concern and have taken action to ensure any disruptions are minimised.

For detailed information on road closures, alternative routes, parking restrictions and to view the interactive map, go to [PerthNow.com.au](http://PerthNow.com.au)

The Rebel Sport City to Surf for Activ is WA's largest community sporting event now in its 36<sup>th</sup> year and includes the Chevron Marathon, Westpac Half Marathon, Channel Nine 12km Run, Appealathon 12km Walk, Westpac 11km Wheelchair and the Nissan 4km Walk/Run. The event will be taking place on Sunday 29 August.

Organisers are expecting a field of over 40,000 participants across all events in 2010. Registrations are now open.

Further details about the Rebel Sport City to Surf for Activ can be found at [www.perthcitytosurf.com](http://www.perthcitytosurf.com)

Website: [www.perthcitytosurf.com](http://www.perthcitytosurf.com)

For additional information contact event office

Telephone: (08) 9436 0262

Email: [citytosurf@csparts.com.au](mailto:citytosurf@csparts.com.au)

