

PRESS RELEASE FOR ILIVESAFE  
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**TITLE: *iLiveSafe* supports new government legislation**

**We've all seen it countless times before: you're driving home from work, and a child that's not even two years old is standing on the backseat of the car in front of you, jumping up and down occasionally. You shake your head disapprovingly as you turn onto the highway, and soon you pass a car where a tiny baby is being held on its mother's lap in the front seat of the car. It is estimated that nearly 40 people die on our country's roads on a daily basis, of which 4 are children. In light of this, the South African Government have passed a new car seat law which is set to be implemented on the 1<sup>st</sup> of May 2015.**

"With the statistics of road accidents and fatalities as alarming as they are, I am very pleased about the new car seat law that is about to be passed in South Africa," says Pierre Spies, famous sportsman, *iLiveSafe* brand ambassador and devout father of two. "The safety of our children – of our country's future leaders – has been taken lightly for far too long, but enough is enough."

The Minister of Transport, Dipuo Peters, is introducing this new car chair regulation to South Africa's National Road Traffic Act, and it states that all children under the age of three must be strapped in a car chair with a safety belt. As from the 1<sup>st</sup> of May 2015, the government will be relying heavily on traffic officers to enforce this new regulation, especially during roadblocks. And what if parents don't want to adhere to this new law? Well, they will be slapped with a hefty traffic fine.

"As harsh as it may sound, many parents have just about gotten away with murder by allowing their small kids to roam free in a moving car," adds Pierre. "But the reality is that a small child below the age of four has a much heavier head in relation to the rest of his body weight. The muscles in the neck of a young child are also not as strong as that of an adult's, and that is just one of many reasons why injuries to the neck or the head are more prevalent in small children."

According to Peters' spokesperson Tiyani Rikhotso, the department acknowledges that the new regulation might be a bitter pill to swallow for many motorists, seeing that a car chair can set you back a couple of hundred rands. In addition to that, taxis or minibuses are not exempt from this new law, and everybody will have to comply, or else. The department is also encouraging South Africans to report motorists whose under three-year-old children are not strapped in a baby seat come the first of May 2015.

"I know many South Africans might feel like they cannot afford car seats, but it a small price to pay when compared to the life of a child," concludes Pierre. "As South Africa's most revered and complete identification, safety and rapid response solution, *iLiveSafe* supports, and will continue to support the government in this and any other endeavours they take on to ensure a safe South Africa for young and old. And we urge you to do the same."

For more information on the iLiveSafe range of service offerings, please visit [www.ilivesafe.co.za](http://www.ilivesafe.co.za) or send an email to [ruan@ilivesafe.co.za](mailto:ruan@ilivesafe.co.za). You can also follow the company on Facebook, Twitter and LinkedIn where you will stay up to date and informed on everything from family to personal safety.

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