



Big Win for One Small Step by Dublin School

Don't choke our future with cars – children

Monday 11th February, 2008: A group of creative young school children have pictured a bright future for people throughout the Greater Dublin Area¹, but only if everyone reduces their reliance on cars to get around. Top prize in the Kellogg's Cars in the Community Poster Art Competition was awarded to the boys from 5th and 6th class in Our Lady of Good Counsel Boys National School, Killiney, Co. Dublin.

The Kellogg's Cars in the Community Poster Art Competition saw schoolchildren challenged to think about the impact that cars and traffic have on their communities. Hundreds of children came up with imaginative poster ideas about the kind of future they would like to see. The competition was open to fifth and sixth class primary pupils across the region.

The winning school created a fantastic, vibrant poster montage using two large feet to show alternative outcomes for the future. Images on the left foot depict the snarled up traffic, stressed out drivers, unhealthy lifestyles and pollution which will arise if our love affair with cars continues. However, putting the right foot forward, the children showed how walking, cycling, public transport and healthy pursuits would be their idea of a brighter future in the Great Dublin Area.

The initiative is part of One Small Step – a major public information campaign by the Dublin Transportation Office encouraging people to use the car less and to choose more sustainable ways of getting around. Sponsored by Kellogg's, this competition was organised by the DTO, with top prizes on offer to the most imaginative entries. Thanks to Kellogg's, the winning students will now also have their poster displayed publicly at their nearest local bus stop.

The awards were presented by Noel Dempsey TD, Minister for Transport, at a presentation in Dublin. The overall winning school received €1,000 worth of Cycling Gear, a Cycling Safety Course for up to 50 pupils, and 30 Kellogg's Cyclometers. Each county winning school received a multimedia computer, 30 foot step counters (pedometers) and a certificate for the winning class. The runner-up school in each

¹ Counties Dublin, Meath, Kildare and Wicklow

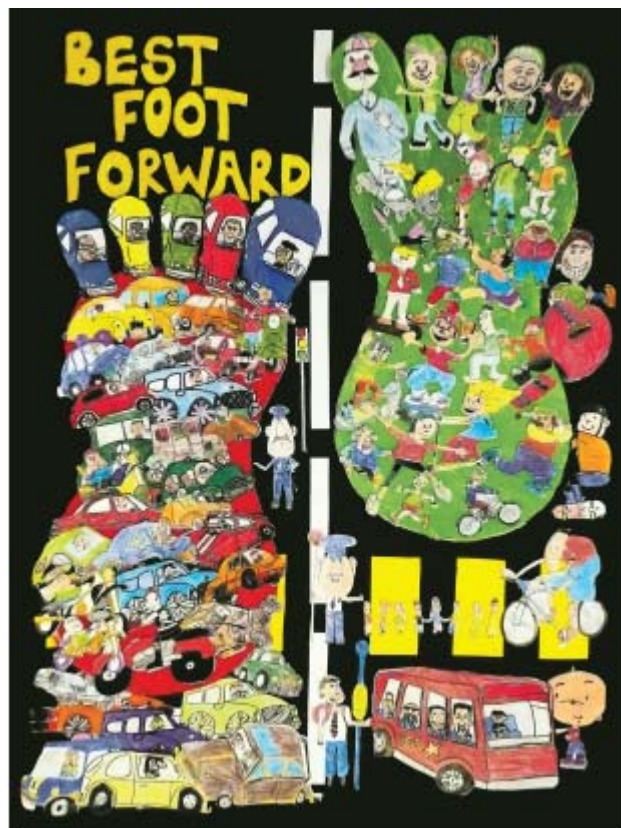
county will get a digital camera, a €250 book voucher, a runner-up certificate and pedometers.

Noel Dempsey, T.D., Minister for Transport, commented, “Primary school students in the Greater Dublin Area are clearly very eager for us to provide cleaner and greener transport options for their future. They want to see a reduction in our dependence on the car. I have been really impressed by the quality of the entries. It is now up to everyone including policy makers and the general public to work together to help deliver this future.”

John Henry, Chief Executive of the Dublin Transportation Office, thanked Kellogg’s for their support and praised the students for the very high quality of their entries. “I was delighted to see that primary school students in the Greater Dublin Area are really passionate advocates for alternatives to the car. Whether walking, cycling or taking public transport, these young people are very clearly telling us that they want to see a future where sustainable modes of transport are much more available and more widely used. They clearly understand that reducing car usage can provide a better quality of life for everyone and it also benefits the environment.”

Kellogg’s Cars in the Community Poster Art Competition Results

1. OVERALL WINNERS & DUBLIN WINNERS: 5th and 6th class, Our Lady of Good Counsel Boys National School, Johnstown, Dun Laoghaire. Teacher – Carmel Kavanagh.



2. KILDARE WINNERS: 5th & 6th Class, Scoil Bhríde Naofa, Kildare Town. Teacher – Collette Shanahan.
3. MEATH WINNERS: 6th class, Ratoath Senior National School, Ratoath, Co Meath. Teacher – Claire Donnellan.
4. DUBLIN RUNNER-UP: Inter 2A Class, St Joseph's Special School, Tallaght, Dublin. Teacher – Shane Boyle,
5. KILDARE RUNNERS-UP: Holly Fagan, Scoil Mhuire National School, Leixlip, Co Kildare. Teacher – Sylvana Burke-Walsh.
6. MEATH RUNNER-UP: Aoife Doran, Rachel Cribbins, Vinnie Hurley, St Patrick's National School, Johnstown Bridge, Enfield. Teacher – Maria Reilly.

Notes to Editors

Four of every ten pupils driven to school in counties Dublin, Meath, Kildare and Wicklow live at most 2 kilometres away from their school. Forty per cent of all travel to education in the region is now by car, the equivalent of about 125,000 pupils and students travelling in cars each day, and an overall 6% increase since 2002.

These findings come from a major survey of 147,000 respondents published by DTO. For further information on travel to education patterns, and alternatives to using the car for at least one journey per week, visit our website at www.onesmallstep.ie

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