



## TACS sample press release

### Why do I need a sample press release?

Due to the popularity of TACS you may find that the school or other agencies involved in your demonstration day would like to approach the local press. This is a fantastic opportunity to spread the word of the success of the TACS programme.

To make the process as easy as possible for you we have produced a standard press release (attached on pages 2 and 3) which you can give to the local newspaper or other local publication.

### How do I use the sample press release?

#### 1 Personalise It

The release must be personalised to your location and the relevant school, including adding in the names for the quotes. Those people quoted should give their permission for this and approve the suggested wording.

This will save you from having to write the article and also ensures that a standard message about the TACS programme is communicated.

#### 2 Check It

If local press are planning to run an article on TACS you should ask to see it before it goes to print to check if any mistakes have been made.

#### 3 Ask for support if needed

Should you have any concerns speak to your communications or marketing department or directly to the Foundation before distributing anything to the local press.

#### 4 Provide an update

Please let us know if you get any articles into the local press – we'd love to have a copy.

#### 5 Taking photographs

If you take photographs of children, please check with the school that permissions are in place from the children's parent or guardians. This is a legal requirement.

If you need any help or advice in using this press release or if it doesn't suit your situation please contact [talking.tacs@dhl.com](mailto:talking.tacs@dhl.com).

For an electronic copy of this release please email [talking.tacs@dhl.com](mailto:talking.tacs@dhl.com)



**[date]**

### **Truck awareness tackled at school**

Trucks and Child Safety (TACS) is an award winning, national road safety programme. On [day] [date] a [xx] tonne truck will be going to [name/location of school] to bring the message to life.

Run by the DHL UK Foundation and employees of DHL, the programme is designed to raise awareness of road safety and the dangers of heavy goods vehicles.

TACS demonstrators help children learn about road safety and the dangers of trucks including:

- What exactly the driver can or cannot see in the mirrors
- Truck dimensions
- How loud the engine is
- What and where the vehicle's blind spots are
- How difficult it is for a driver whilst inside the cab to hear a child
- To stay well back particularly when a vehicle is turning left at a junction
- How children can stay safe around the vehicle and where to stand on the pavement
- What a child should do if their football runs under a truck.

[name and title of TACS demonstrator] comments: "Young children need to understand that they are small and trucks are huge – and if a driver cannot see or hear them he won't know if they are on the road. Even if we can avoid one child being killed or seriously injured on the roads by giving these TACS demonstrations then the whole thing is worth it."

[name and title of contact or head teacher] adds: "Thanks to DHL we can get some important safety messages into school. You can talk about road safety in assemblies and classrooms, but there is no substitute for a live demonstration. This is an extremely worthwhile programme."



The DHL UK Foundation is an independent registered charity working hand in hand with employees of DHL, helping them become directly involved in the communities in which they live or work, through fundraising and volunteering. Its mission is 'to help children and young people achieve their full potential'.

[www.dhlukfoundation.org](http://www.dhlukfoundation.org)

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For further information please contact [name, title and phone number of contact]

### **About DHL**

**DHL** is the global market leader of the international express and logistics industry, specializing in providing innovative and customized solutions from a single source.

DHL offers expertise in express, air and ocean freight, overland transport, contract logistic solutions as well as international mail services, combined with worldwide coverage and an in-depth understanding of local markets. DHL's international network links more than 220 countries and territories worldwide. Some 480,000 employees are dedicated to providing fast and reliable services that exceed customers' expectations.

DHL is a Deutsche Post World Net brand. The group generated revenues of more than 56.6bn euros in 2014.

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