

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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## PREMIER DR PHOPHI RAMATHUBA TO LAUNCH THE 2025 FESTIVE ROAD SAFETY CAMPAIGN

Limpopo Premier Dr Phophi Ramathuba will officially launch the 2025 Festive Season Road Safety Campaign on Thursday, 4 December 2025, at 09:00, at Bana Ba Thari Special School, Solomondale, within the Polokwane Local Municipality.

This annual launch marks one of the province's most significant interventions to curb the loss of life on our roads during the busy holiday period. This year's campaign is anchored under the provincial theme "It Starts with Me", emphasising shared responsibility, behavioural change, and proactive law-enforcement collaboration among all road users.

As part of strengthening operational capacity, Premier Ramathuba will also unveil a newly procured law-enforcement fleet, consisting of 53 vehicles, including 26 SAPS-dedicated units. This investment forms part of the provincial government's broader efforts to intensify visibility, ensure rapid incident response, clamp down on reckless driving, and protect vulnerable groups such as pedestrians.

Members of the media are invited to attend and cover this important provincial programme. Your partnership remains critical in raising public awareness and ensuring that our collective message of responsible road use reaches all communities across Limpopo.

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