

To: Members of the Media/Stakeholders

MEDIA ALERT/INVITATION:

'RAF ON THE ROAD' CAMPAIGN VISITS, GAMALAKHE TOWNSHIP, PORT SHEPSTONE, GAMALAKHE FET COLLEGE, KWA-ZULU NATAL, 7 SEPTEMBER 2013.

Following a successful 'Year of the Customer' in 2012, the Road Accident Fund (RAF) has declared 2013 as 'Our Year to Shine' as the organisation continues to pursue excellence in delivering its services to all South African road users and raise road safety awareness.

This year the RAF has again embarked on various initiatives to take its service offering to the people. The Marketing, Communications & Stakeholder Relations departments, in collaboration with RAF's regional offices and hospital-based service centres in Durban, will be visiting the communities of Gamalakhe, Port Shepstone.

In our endeavour to meet the faces behind our files, as well as those families who have been affected by motor vehicle accidents, the RAF will be hosting a massive community outreach campaign.

Our objectives include: inviting eligible community members to claim directly with the RAF; educating residents of Gamalakhe and surrounding areas about the RAF; making settlement offers; assisting with claims enquiries; and providing support to rehabilitating accident victims.

By and large, the aim of this campaign is to bridge the gap between the RAF and our customers in order to improve service delivery and meet the RAF's overall strategic objectives. This campaign has been rolled out nationally. To date, we have called on 22 communities in nine provinces and made settlement offers to the value of approximately R 143 million.

The visit to Port Shepstone marks our ninth 'RAF on the Road' community outreach campaign for the 2013 calendar year.

In the build-up to Port Shepstone, RAF in partnership with the local stakeholders will embark on a road safety awareness campaign.

This activity is aimed at promoting compliance to traffic rules amongst all road users in light of the escalating scourge of accidents and fatalities. During the main event on 7 September, scholar patrol uniforms and school shoes will be presented to underprivileged learners at the stakeholder and media briefing session.

You are hereby cordially invited to attend this community outreach campaign and utilise this opportunity to meet with some of the RAF's key stakeholders, understand the extent of the RAF's mandate and corporate social investment programmes.

Event Details

Date: 7 September 2013

Venue: Gamalakhe FET College, Port Shepstone, Ugu District Municipality.

Time: 08h00 to 16h00

Stakeholder & Media Briefing: 10h00

CSI & Road Safety Awareness: 11h00 (Handover of Scholar Patrol Uniforms & School Shoes)

Home Visit to Accident Survivor: 12h30

RSVP: Sello Mosotho at sellomo@raf.co.za before Wednesday, 4 September 2013.

For interviews or additional information, please contact any of the following RAF staff members:

Linda Rulashe: Media & Public Relations Senior Manager: **083-386- 3929**

Sello Mosotho: Media & Public Relations Specialist: **083-627-1779**