



School Children Road Safety Campaign

Tristar conducted a Road Safety Awareness Campaign in partnership with RTA's Traffic Department to over 242 children at the JSS International School in Dubai. Tristar arranged a 'Kids Traffic Arena' in the school where 10 children in a given time can 'drive around' in pedal cars and were taught traffic rules like stopping before a pedestrian crossing and wearing seat belt all the time. The idea behind the campaign was to increase road safety awareness among school children who can remind their parents who drive to follow basic traffic rules and road safety guidelines like not using mobile phone while driving.