

-FOR IMMEDIATE RELEASE-

20 AUGUST 2020:

Economic Sweetener for local businesses as drivers seek friendly cuppa.

Cootamundra-Gundagai Regional Council (CGRC) has endorsed the road safety campaign Free Cuppa for the Driver and is calling for local cafes and restaurants to be involved in Free Cuppa for the Driver Scheme.

Free Cuppa for the Driver is an incentive program to encourage drivers to take the time to arrive alive. The program runs from March to May each year, and now is the time for local businesses to register their interest.

Local participating businesses in the scheme donate a free tea or coffee to a driver that has driven 100 kilometres from their home postcode as indicated on their current driver's licence.

Each participating business is identified by the Free Cuppa for the Driver logo on the front door or window of the business. Registration can be made by contacting: <http://freecuppa.com.au/register-to-be-a-free-cuppa-provider/>.

To be eligible for a free cup of coffee or tea, drivers will need to produce their driver's licence to staff at participating businesses to show they have a town/postcode of residence that's not excluded. One cup of coffee or tea is available to be provided per vehicle, per day, per town.

The Free Cuppa for the Driver scheme is an incentive program to combat driver fatigue. Driver fatigue is one of the 3 big killers on NSW roads.

The Free Cuppa for the Driver scheme encourages drivers to stop and take a break at participating businesses while travelling in Western and South Western NSW. The Local Government Road Safety Program in NSW market and administer the scheme.

Participants are encouraged to enter a prize-draw by answering a driver fatigue question in-store.

For more information on the Free Cuppa for the Driver Scheme businesses wishing to participate are urged to contact CGRC Road Safety Officer, Anthony Carroll on 1300 459 689.

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**Cootamundra-Gundagai Regional Council**  
[www.cgrc.nsw.gov.au](http://www.cgrc.nsw.gov.au)

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