



NEWS RELEASE – 28 May 2012

Safety in the spotlight at cycle events

The potential dangers associated with cycling close to lorries will be under the spotlight as Hills Quarry Products introduces the Mineral Products Association's (MPA) national Cycle Safe campaign at two cycling events in June.

The company will have its vehicles on show at the Castle Combe Cycling Festival on Sunday 2 June and at Big Bike Week Show at Wharf Green, Swindon on Saturday 15 June.

Alan Mackenzie, group director Hills Quarry Products, said: "We are supporting the MPA's campaign which aims to prevent collisions between cyclists and Large Goods Vehicles (LGVs) by raising awareness on both side of how to cycle and drive as safely as possible."

The MPA's Cycle Safe campaign highlights the potential risk of undertaking lorries and getting too close to them at left-hand turns and roundabouts. Cycle Safe leaflets which give practical tips on ways to prevent potential dangers will be handed out at both events.

Cyclists, both young and old, will be given the opportunity to sit in the cab of a lorry to understand the driver's perspective, experience visibility issues and share their own road experiences. The danger of cycling on the nearside of a vehicle turning left will also be highlighted.

The continuing growth in the number of cyclists, particularly in urban areas, is increasing the risks of collisions between cyclists and motor vehicles. Every year in the UK, hundreds of cyclists are injured or killed in accidents with motor vehicles, including lorries.

Alan said: "Hills is committed to playing its part in minimizing hazards and risks for all road users. We look forward to meeting lots of Wiltshire's cyclists over the next few weeks to promote a better understanding amongst road users on how to stay safe when cycling." **ENDS**

Hills Quarry Products

Hills Quarry Products specialises in the production and supply of quarry products and ready-mixed concrete to the construction and agricultural sectors. It is a dynamic



regional business which, while centred on Wiltshire, has stretched its boundaries into neighbouring areas to become one of the region's largest suppliers. Hills Quarry Products is a wholly owned subsidiary of The Hills Group Limited, a privately owned family company established in 1900. www.hills-group.co.uk

The Mineral Products Association (MPA) is the trade association for the aggregates, asphalt, cement, concrete, dimension stone, lime, mortar and silica sand industries. With the recent addition of The British Precast Concrete Federation (BPCF) and the British Association of Reinforcement (BAR), it has a growing membership of 450 companies and is the sectoral voice for mineral products. For more information visit: www.mineralproducts.org

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