



NEWS RELEASE – 23 August 2016

Hills promotes safer cycling at family festival

This Sunday, 28 August, Hills Quarry Products will once again make its way to the famous Castle Combe Circuit to promote the Mineral Products Association's (MPA) national Cycle Safe Campaign at the Castle Combe Family Cycling Day.

Equipped with two of its familiar red heavy goods vehicles from its fleet, Hills will be on hand to discuss the risks of cyclists undertaking lorries and getting too close at left-hand turns and roundabouts.

Peter Andrew, group director Hills Quarry Products, said: "This event has become an important fixture on our calendar. We continue to improve our vehicles to enhance drivers' awareness of cyclists but we also need to improve awareness of the dangerous zones around lorries amongst vulnerable road users."

On the day cycling enthusiasts 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.

Cycle Safe leaflets, which give practical tips on ways to prevent potential dangers, will also be handed out.



Notes to editors:

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-quarry.co.uk

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