



## Promoting safety and health awareness in the local community at River Plaza Mall

In 2011 River Plaza Mall decided to take a positive step forward towards meeting its commitments for improving awareness of safety and health issues among citizens of Ramnicu Valcea and maintaining strong links with the local community.



To commemorate the Global Day of Safety and Health at Work (28 April), a full day of activities was offered to more than 150 children, with the aim of teaching them about safety and health issues. Pupils received instruction on a series of preventive actions, covering the risks associated with escalators, lifts, slippery floors and fire.

A booklet featuring games and important information was distributed both as a guide to accompany the activities, and as a follow up material to help maintain awareness after the session. To keep the children entertained and motivated, they were invited to take part in a series of activities; such as using the escalators and lifts safely, interacting with an educational theatrical performance, singing themed songs, drawing safety signs and participating in a road safety driving school. At the end of the session they were presented with a magic show, and took home balloons, t-shirts and their own safety manual promoted by WIKA, Sonae Sierra's child safety mascot.



On the occasion of the "International Youth Day", celebrated on 12 August, River Plaza Mall hosted educational activities on the subject of road safety in collaboration with the police. Leaflets providing information and questionnaires about road safety were distributed to both pedestrian visitors and drivers. The car park was used to host racing car

models together with local children.