



For Immediate Release
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Snowy Hydro SouthCare will be launching its 2009 Christmas Appeal at 9.00am at the Rescue Helicopter base off the Monaro Highway, Hume on Tuesday 1 December 2009.

The December Snowy Hydro SouthCare mission total is consistently higher than the monthly average for the other 11 months of the year. In fact in the last 5 years, the December figure has been up to 48% higher.

CEO Steve Gregory says "This year we hope to see a reduction in the missions over December & Christmas period." He adds "realistically though, despite all the many warnings and campaigns, based on the statistics we must prepare for another onslaught of busy days and nights."

Why December is busier is open to much speculation although typically the Christmas period witnesses more interstate travelling, travelling greater distances, more people on roads, increase of driver fatigue and over indulgence. This time of year also has an increase in recreational pursuits and leisure activity with more people travelling to the coast and other popular natural playgrounds.

"For our crews, medical staff and other emergency personnel – these are not just statistics, they are people, with families. They are Mothers, fathers, Sons, daughters, brothers, sisters, uncles, aunts, cousins, nephews, nieces, grandparents. The present you may receive this Christmas is the life of a loved one" says Mr Gregory

"As our major sponsor Snowy Hydro Ltd often points out through their safety programs, safety is both behavioural and attitudinal" says CEO Steve Gregory. "We need to change the behaviour and attitudes of our community, because accidents don't discriminate" he adds.

The key messages we want to get out to the community are "Whatever you do this Christmas, play it safe" and "If you think it won't happen to you, think again" says Mr Gregory. Snowy Hydro SouthCare fully supports the efforts of ACT Police and NSW Police with R.A.I.D – remove all impaired drivers, as nobody should get behind the steering wheel of a motor vehicle or motor cycle if they are under the influence of either alcohol or drugs.

Bad driving behaviour is a curse on the roads of the ACT and South Eastern NSW. For that reason, we also support www.yellowcard.tvand and anybody who knows of somebody that regularly demonstrates bad driving behaviour – yellow card them through this website.

On a lighter note, Santa will be making an early appearance in support of Snowy Hydro SouthCare Rescue Helicopter being involved with the 2010 Carols by candlelight presented by Twin City Church in Jerrambomberra.

CEO Steve Gregory along with Paramedics Trevor Stohr and Dr. Damian McMahon will be available for comment post launch.

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Snowy Hydro SouthCare Helicopter Service was established in 1998 as the primary provider of Aero-Medical and Rescue helicopter services in the Australian Capital Territory and South -Eastern New South Wales. Call (02) 6207 8375 or visit www.snowyhydrosouthcare.com.au for more information.