



PRESS RELEASE

Road Challenges...accepted? Be fast. Be smart. Be safe.

Educational Interactive Game for Road Safety in cooperation with EKO and Cyprus Police.

The new initiative by EKO, jointly developed with Cyprus Police, interactively applies the road safety code in a virtual reality game called Road Challenges that was launched at the Road Safety Park in Nicosia on November 24, at 12pm, in the presence of Cyprus Police officials and mass media representatives.

It is a game that can be played on tablets and mobile phones, and under the right conditions it could be applied at the Road Safety Park as an educational tool on road behavior.

Road Challenges seeks to make the younger generation conscious of the need to drive safely on the roads of Cyprus. The target group is eight to 17-year-olds and the aim is to teach them how to use the roads safely and responsibly through modern means.

The game, which can be played by youngsters and others, offers an opportunity to develop and/or improve knowledge of the Highway Code, in an interactive environment, where the player must abide by specific instructions of the Highway Code and to take into account all factors that can affect his/her actions – whether a driver, passenger, pedestrian, cyclist or motorbike rider.

There will be many Road Challenges winners every month. Depending on the points collected by players EKO will award them with prizes like Virtual Reality head sets, bicycles, tablets and a lot more.

When presenting the virtual reality Road Challenges game, EKO Cyprus CEO George Gregoras said EKO believes that when you can learn from the game and having fun creates a road safety conscience then the desired outcome of conscientious drivers is achieved. It is our duty, he added, to create a safe road environment in Cyprus.

And, undoubtedly, the cooperation of the Cyprus Police is crucial when undertaking such a challenge.