

See: Ford supports ChildSafe Pedestrian Safety Programme

Ford Motor Company's philanthropic arm, Ford Motor Company Fund, has strengthened its commitment to road safety by providing funding for the ChildSafe Pedestrian Safety Programme. The project aims to create safer environments for child pedestrians around school zones, changing road user behaviour and raising community-wide awareness around pedestrian safety. See the gallery below:









The Ford Motor Company Fund donated R750,000 to ChildSafe and aims to benefit 15 000 school children, 5 000 parents and 150 teachers.

The project will focus on six schools along the same stretch of road in Mamelodi near Ford's Silverton Assembly Plant in Pretoria, along with a further six schools in New Brighton in Port Elizabeth, close to Ford's Struandale Engine Plant.

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