

Major campaign to make the roads in Namibia safer this Christmas.

The Motor Vehicle Accident Fund (MVA Fund) was established in 1990 by the Government of Namibia to provide assistance to victims of road accidents. This year they have partnered with Donkey Welfare of Namibia, for their high-profile Christmas campaign to improve safety on the roads.

Donkeys are involved in 25% of all road accidents in Namibia. Many of these accidents occur at night when the donkeys lie down on the warmer tarmac and are not seen by approaching vehicles.



Special reflective tags.

Donkey Welfare of Namibia has developed special reflective ear tags which enable the donkeys to be seen from a far greater distance. The tags are picked up by the vehicles headlights and allow time for the driver to take avoiding action.

The success of the tagging project has prompted the MVA to partner with Donkey Welfare of Namibia for this important road safety initiative. Donations are now being sought from companies involved in Namibia to help with this vital project.

The campaign will receive wide media coverage (the tags have already been featured in The Namibian and most major publications in Southern Africa, as well as international editions of National Geographic and The Economist and UK media such as The BBC, The Sunday Times and The Times. The Washington Times in the US as well as TV and radio have also featured the tags.) All contributors to the campaign will receive recognition on Donkey Welfare of Namibia (donkeywelfare.com) websites.

A senior government official will hand over the first of the campaign's tags in late November.

Please send your donations to Donkey Welfare of Namibia, PO Box 495, Harrow, HA1 9BA. United Kingdom. Cheques should be made payable to 'Donkey Welfare of Namibia'.