

"WE PLAY AND DRIVE BY THE RULES"

THE PLAYERS OF THE 2010 FIBA WORLD CHAMPIONSHIP



When we play, we play by the rules. When we drive, we drive by the rules. We encourage our teammates, friends, fans and everybody else to do the same.

Road crashes claim the lives of more than 1.3 million people (almost 3 every minute) and cause at least 50 million injuries on the roads every year worldwide.

These are not accidents. These are events that can be prevented through daily action and awareness.

The basketball family already lost a lot of its members on the road famous stars as well as players whose names you may have never heard of.

Their fate could have been different. Let's contribute to make traffic safer in following some simple rules:

We do not speed

We always wear seatbelts

We never speak on the phone while driving

We do not drink and drive

We always wear a helmet when riding two-wheelers

A campaign initiated by the United Nations Economic Commission for Europe (UNECE) and FIBA



Supported by the Turkish Basketball Federation, the Spanish Basketball Federation and the Turkish National Police

