press release

03 October 2011

FOR IMMEDIATE RELEASE

NFB's Stay Safe Stay Away children's safety campaign set to defend its title at PR industry awards

The National Federation of Builder's (NFB) popular Stay Safe Stay Away campaign has been shortlisted for the prestigious Public Relations Consultants Association (PRCA) Awards for a second consecutive year. As last year's winner of the coveted corporate social responsibility award the NFB this year stepped up its campaign to make it the most successful yet in its eight year history.

The national safety poster competition for school children was sponsored this year by Building & Civil Engineering (B&CE) and ConstructionSkills Certification Scheme. The campaign also enjoyed increased support from the Health and Safety Executive (HSE), Merlin Entertainment and JCB. The competition that is now in its eighth year was launched in March with over 3000 schools across England and Wales invited to take part in the competition. With over 300 school children entering the competition it was another successful year for the campaign. Children were asked to design a poster that warns other young children of the danger of building sites and how to keep safe and avoid unnecessary serious injuries. The winner of the competition was 11 year old Chloe Davis from Ysgol Min yDdol primary school in Wrexham Wales.

The danger posed by building sites is a national problem for the construction industry. In 2008 and 2009 twenty five children were injured and one child killed as a result of being on construction sites. It is a sad fact that many of these deaths and serious injuries could have been prevented. The NFB believes that raising awareness and educating schoolchildren about the hazards on building sites and how to stay safe, is a positive step to reducing the numbers who end up in hospital every year.

The PRCA Awards provide a showcase for the best that the UK's PR industry has to offer. Winning or being shortlisted for a PRCA Award is a great achievement and a huge boost to everyone who worked on the campaign.

Julia Evans, Chief Executive of the NFB said: "I am delighted that our campaign goes from strength to strength every year. Every child who learns about the dangers of building sites is a child saved from injury or worse. Our members work hard to ensure that they operate responsibly and it is great to see that the campaign has again been shortlisted for such a prestigious award.'

For further information on the NFB's Stay Safe Stay Away Campaign please contact 08450 578160 or email marketing@builders.org.uk

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Word Count: 423

press release

Notes to Editor:

1. The NFB is one of the UK's longest established trade federations for small to medium-sized (SME) builders, contractors and house builders across England and Wales. It was created 150 years ago to represent the building profession and to help create the conditions for its members to thrive and contribute to the economic success of the UK. Its members range from the sole trader to large, multi-million pound construction companies, with turnover ranging from below £500k to £500m plus. The NFB provides advice, training and business solutions to ensure members stay up to date.
2. The NFB campaigns on the issues that impact the construction industry such as procurement, utilities, sustainability and funding. It represents the industry at government and industry forums and is an active media commentator and policy influencer.
3. For further information please contact the NFB press office on 01293 586664 or email marketing@builders.org.uk