



IRSA – Association  
Staff bureau  
Zekeringstraat 17, 1014 BM AMSTERDAM  
P.O. Box 14852, 1001 LJ  
AMSTERDAM, The Netherlands  
Tel:+31 205708930, fax:+31 205708989  
Email: [office@irsa-association.org](mailto:office@irsa-association.org)

## NEWS RELEASE

Date: 5 December 2007.  
Subject: New contract for Road Shows in Czech Republic and Slovakia

---

On behalf of the Institute for Traffic Care (ITC) Mr. Peter ter Meulen has signed a contract with the Czech company EURONET.CZ on 4<sup>th</sup> December 2007 in Prague EURONET.CZ, to carry out from 2008 up until 2015 a new series of Road Shows in the Czech Republic and Slovakia. In the Czech Republic “The Road Show” is called: “The Action.” This traffic education programs in unique in its kind and the most powerful ever made for youngsters in the age group of 14 – till 18 years.

In accordance to the expectation of EURONET.CZ they will organize 90 shows for approximately 90.000 students. EURONET.CZ has been in contact with the authorities in Slovakia and has received commitment to organize “The Action” there as well.

The Institute for Traffic Care, EURONET. CZ, IRSA – Association and IRSA – Spain will prepare a European proposal to organize the Road Show / The Action in more European countries e.g. Romania and Portugal. At the moment IRSA – Spain is already organizing the Road Show in many Spanish cities. The organizing committee received for these performances 4 awards this year.

IRSA – Association and IRSA – Spain will also organize the Road Show in Latin American countries. The first Road Show has been organized in Costa Rica in October '07. More Road Shows will be scheduled for Ecuador and Peru.

