

Media release
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Mitch McPherson partners with RACT to amplify road safety message with new podcast series

RACT has partnered with Mitch McPherson, mental health advocate and founder of SPEAK UP! Stay ChatTY, to launch a new podcast series focusing on the impact of road crashes in Tasmania.

RACT Group Chief Executive Mark Mugnaioni said the initiative was part of RACT's ongoing campaign to highlight the effects of road trauma and to promote road safety awareness across the state.

"The eight-part podcast series, launching today, aims to share compelling stories of individuals affected by road trauma, providing expert road safety advice and offering a glimpse into the lives of road crash survivors," Mr Mugnaioni said.

Each episode features Mitch McPherson in conversation with guests who share their personal experiences and the lessons they've learned from their encounters with road trauma.

"We've teamed up with Mitch McPherson's *Get Frank* podcast to show the true impact of road trauma by talking with real people with real stories, told in their own words.

"The podcast series is a key component of RACT's *More than a Statistic* campaign, focusing on personal stories from Tasmanians affected by road trauma.

Known for his work with SPEAK UP! Stay ChatTY, *Get Frank* founder and mental health advocate Mitch McPherson brings his passion for advocacy to the special podcast series.

"I believe in the power of storytelling, and how sharing stories of a life that has not always been easy might just help someone else," Mr McPherson said.

"I am always grateful that Tasmanians continue to listen to my story, and this series is an opportunity to give a voice to others, and hopefully have some impact along the way."

Mr Mugnaioni said he hoped it would evoke a strong emotional response in listeners and drive home the importance of road safety.

"We hope that through candid conversations with road crash survivors, first responders, and families who have experienced the unfortunate loss of loved ones, we will encourage action.

"We need all Tasmanians to reduce behaviours that contribute to crashes: speeding, inattention, mobile phone use, drink and drug driving and not wearing a seatbelt."

"Together, we can make our roads safer and reduce the number of tragic incidents on Tasmania's roads."

The first episode, featuring road crash survivor Kirby Barker, is available now. The eight-episode series will be released fortnightly. To listen, search for *Get Frank* on Apple Podcasts and Spotify, or visit the RACT website for more information.

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