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## CITÉ ZEN NATIONAL SLOGAN COMPETITION

# Permal Soobrayen Primary School Winner

Permal Soobrayen Primary School has been crowned winner of the national road safety slogan contest. This competition was organised by Vivo Energy Mauritius as part of its Cité Zen Campaign, in close collaboration with the Ministry of Education and Human Resources.

Found in Souillac, the primary institution was represented by a team of Standard IV students, namely Angelina de Rivière, Janvi Durga and Riddhi Bisumbhur. It is due to their original and captivating slogan « Fezer lor volan, lenfer divan! », that the trio won a sum of Rs 50,000 for their institution. The prize will be used to carry out an empowerment project for the school.

Launched in 2013, Cité Zen is a national campaign aiming to raise awareness on road safety. The campaign, which targets young people, was set up within the social responsibility project of Vivo Energy Mauritius, holder of the Shell franchise in Mauritius. Inscribed on the calendar of school activities, this competition brings together each year primary schools of Mauritius



and Rodrigues to celebrate a Road Safety Day.

For the 2016 edition of the Road Safety Day, the students of Standard IV and V were invited to design a slogan to translate their conception of road traffic and the risks that it represents for themselves and other users. The best slogan nominated at the level of each institution subsequently competed in a national final event.

“Creativity is a good way of engaging and sensitising the young and the adults on the importance of their role in road safety. It is above all an individual-level approach that ultimately benefits the entire community,” said Belinda Teeroovengadam Ramtohl, Communications Manager at Vivo Energy Mauritius.

For the two previous editions, Vivo Energy Mauritius had financed, with a total of Rs 50,000 each, an educational medicinal garden at the winning Pandit Sahadeo Primary School at Vacoas and an upgrade of the computer room at the Loreto Curepipe Junior school.