



Dear friend,

As each year, next 11th October we want to celebrate the **World Road Day** and, from this moment on, concentrate all initiatives and comments on the networks in the hashtag **#WorldRoadDay**.

All around the world different initiatives are being developed to defend the importance of land transport infrastructures. It is from a different point of view, closer to citizens, road users, cyclists, motorists, automobile associations, car drivers, insurance companies, vehicle manufacturers, journalists of the motorworld, associations of road traffic victims, etc., that we want to celebrate the **World Road Day**, in its broadest sense.

It is not our intention to seek investments in the construction or preservation of roads; the idea is to focus different points of view and highlight **the importance of roads in our lives**. We want to seek the human side, the **feelings** and **emotions** we have on the road. Road means liberty, communication, adventure, landscape, beauty; its has many aspects, however, not all that positive. It also means noise, pollution, accidents, bottlenecks, and so on. This is what we want to talk about on 11th October. But without any doubt, the world as we know it today would not be the same without roads.

This initiative is launched by two specific persons: Francisco José Lucas and Juan José Potti. We are fully aware that some years ago we started moving a powerful communication tool, thanks to social networks and new technologies. We want to mobilize our capacity of influence and communication for this initiative. We want to the road to have the place it deserves. We would like to invite you to follow **@WorldRoadDay** on Twitter, online since 1st October.

We are looking for support from all those who believe that the road as well deserves full recognition by celebrating a World Day. We would like to count on you and we wish that **#WorldRoadDay** become trending topic in many countries all over the world.

Visit our Website <http://worldroadday.org> !!!

We thank you for your support and kindly ask you to disseminate this letter.

Juan José Potti @jjpotti

Francisco José Lucas @curro_lucas