



Media release for immediate distribution, 8 January 2018

**ASA says its funny, well Living Streets are not laughing.**

The Police recruitment video (Do you care enough to be a cop) has vehicles parked on the footpath in two places.

Living Streets Aotearoa have been campaigning against this for a decade with their Yellow Feet windscreen reminder flyer. See it here. <http://www.livingstreets.org.nz/node/1365>

The Advertising Standards Authority noted our “concerns the advertisement showed cars parked on a footpath on two occasions which was in breach of Land Transport Rules” It continues “the Chair noted one scene showed a car in a driveway, not parked on the footpath.”

Well according to the Land Transport Rules a driveway crosses a footpath and is still a footpath.

“This is the problem the people who own cars think they can park on the footpath. That is wrong and should not be promoted in any advertisement.” said Andy Smith who made the compliant. “Give footpaths back to those who walk, run, wheelchair and push babies.”

According to the NZ Herald, Living Streets is not the only organisation who has a problem with this video. The Supreme Sikh Society of NZ noticed the actor (not a Sikh) wearing a turban wrapped wrongly.

**About Living Streets**

Living Streets Aotearoa is New Zealand’s national walking and pedestrian organisation, providing a positive voice for people on foot and working to promote walking-friendly planning and development around the country. Our vision is “More people choosing to walk more often and enjoying public places”.

The objectives of Living Streets Aotearoa are:

- to promote walking as a healthy, environmentally-friendly and universal means of transport and recreation
- to promote the social and economic benefits of pedestrian-friendly communities
- to work for improved access and conditions for walkers, pedestrians and runners including walking surfaces, traffic flows, speed and safety
- to advocate for greater representation of pedestrian concerns in national, regional and urban land use and transport planning.

For more information, please see: [www.livingstreets.org.nz](http://www.livingstreets.org.nz)

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