

Isuzu Ute delivers new MU-X to Morcombe Foundation

Written by Jason (Neutral)

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Isuzu UTE Australia (IUA) has handed the keys to a brand new Isuzu MU-X to Child Safety Education crusaders Bruce and Denise Morcombe to help them continue to deliver their award-winning Child Safety programmes to school children and parents across Australia.

“After clocking up almost 60,000km in their trusty D-MAX we thought it would be nice to upgrade Bruce and Denise to our new MU-X,” IUA’s Assistant General Manager of Marketing & PR Dave Harding said.

“We all know it has been a pretty heavy start to the year for everyone involved with the Foundation and this was our little way of helping with the determined work Bruce, Denise and their team do,” he added.

Daniel Morcombe's legacy is the Foundation named in his honour, and has provided Child Safety Education and Awareness to millions of Australians over the past nine years. Thanks to the efforts of the Foundation, Queensland’s Department of Education, Training and Employment developed the Daniel Morcombe Child Safety Curriculum which aims to teach children about personal safety and awareness, including cybersafety and phone safety, by focusing on three key safety messages: Recognise, React and Report. It is hoped other states and territories will soon adopt this curriculum.

“Isuzu UTE have been supporters of the Foundation for a few years now and we’re very appreciative of this assistance,” Bruce Morcombe said.

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“When you consider how many k’s we do each year ... it takes a lot of stress out of our day-to-day running of our programme knowing we have a reliable and economical vehicle on hand to get us to the hundreds of school visits we do each year,” Bruce added.

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