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## Letter to European Parliament

Margrete Auken, MEP - Member of the European Parliament  
 Bât. Altiero Spinelli  
 08H165  
 60, rue Wiertz / Wiertzstraat 60  
 B-1047 Bruxelles/Brussel



**Dear Margrete Auken,**

I was very pleased, as I found out that you were a member of "Committee on Transport and Tourism" in European Parliament.

I'm an artist from Denmark.

The reason why this letter is in English is that it is my monthly contribution to WWAR Art News - WWAR is World Wide Art Resources in Columbus, Ohio - I hope you don't mind this.

It's all about a baby and it's all about children's safety in traffic.

This baby was born at the St. Mary Hospital years ago. The baby became a kind of logo and it was used as a traffic sign, too. A Drive Carefully sign.

As a Drive Carefully sign the baby proved to communicate, and it is used in several cities.

To supplement the sign I wrote and illustrated a small story called "Happy Traffic" with the theme children's safety in traffic and with the Drive Carefully sign in several languages.

As the internet was introduced everything went crazy. The story was translated into English, German, French, Italian, Japanese, Chinese etc.

Just now Yochanan Dvir from Lehavot Habashan in Israel is translating the Hebrew and Zahra Esmaeil Pour fra Lahijan-Gilan in Iran is translating the Persian version.

Now - to the point.

Yesterday a brainstorming took place - you always can discuss the abilities of the brains as well as the intensity of wind force.

But we got this idea:

We'll make a campaign on traffic safety.

Especially children's safety in traffic.

We'll start with the motor way number E45 which starts in Sweden and ends up in Gela on Sicily in Italy.

In a safe place, that might be in the right side of every motor way bridge we hang a large banner.

A banner with the baby and with the story "Happy Traffic".

Visible to everybody but of course without jeopardizing the safety of the traffic.

The stories are made available to EU citizens on the internet in their own language.

The stories are made available to EU citizens as children's books for free download.

The design of the traffic sign is made available to EU citizens for free download.

And all kinds of merchandise of course must be available to EU citizens for online ordering on the internet:

Posters in 17 sizes are available for online ordering **right now**.

From 12 July 2006 Child & Adult T-Shirts, Mouse pads, Coffee Mugs, Tote Bags, Puzzles, Coasters, Key Chains, Ceramic Tiles, Buttons, Aprons and even posters on canvas available to order online.

You name it.

I juni/juli/august 2007?

### Thoughts

There are 1000 other possibilities with the baby as logo in children's safety in traffic campaign as point of departure.

If you like the idea in any way I'll proceed in any direction you might point.

Sincerely,  
 Asbjorn Lonvig  
 Lille Fejringhus

8722 Hedensted  
Denmark  
75890477  
lonvig@mail.dk



Sample of an Italian banner in Gela, Sicily?  
Click on picture for enlargement.



Sample banners in Danish, English, German, French and Italian.  
Stories and children's books and even coloring books are available at [www.lonvig.dk/lucca.htm](http://www.lonvig.dk/lucca.htm)

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