

“Dem Poli seng Päif”

BIL and Sécurité Routière Luxembourg are joining forces to teach road safety to children

On February 12, 2014, Banque Internationale à Luxembourg (BIL) and Sécurité Routière Luxembourg formalised their collaboration with the educational road safety programme “Dem Poli seng Päif”.

Taking the form of a travelling puppet show performed by Luxembourg police officers, this initiative aims to teach preschoolers (first cycle of primary school) the basics of what to do on their way to and from school in a fun way.

BIL has always been committed to encouraging children to abide by road safety rules, but the Bank is now proud for the Billy Club (which takes its name from its mascot Billy, the friendly squirrel who has entertained thousands of BIL’s younger customers) to make a contribution to this extremely important subject.

The club was initially set up at the end of the 1970s and organised all kinds of competitions, events and discounts for its young members (0-12 years of age), but, above all, it was representative of the Bank’s commitment to ensuring that the most vulnerable were safe on Luxembourg’s roads.

Today, Isabelle Medinger, director of Sécurité Routière Luxembourg, Christian Strasser, Member of the Management Board, and Claude Krecké, regional manager of the BIL branch network, have entered into a three-year partnership agreement.

In addition to its financial support, BIL will provide reflective safety bracelets to each child attending the puppet shows.