

esure champions safer journeys for children with fifth year of support for Brake's Kids Walk

[04/06/25] As part of its ongoing commitment to community safety and education, esure Group is proud to partner with Brake, the road safety charity, as lead sponsor of Brake's Kids Walk 2025 for the fifth consecutive year.

This nationwide walking event gives primary school-aged children across the UK a chance to campaign for their right to make safe and healthy journeys to school. Each year, tens of thousands of children take part in supervised walks in their local communities, calling for vital road safety measures such as footpaths, cycle paths, safe places to cross, slower traffic, and cleaner air.

To support this year's initiative, esure is also launching a poster design competition aimed at children aged 4-11. The competition invites young participants to design a poster that promotes safer, greener and healthier ways to travel, for the chance to win a £250 voucher that could be used to purchase a new bike. Whether it's encouraging drivers to slow down or highlighting the need for safe crossing points, the competition is designed to spark important conversations about road safety, at home and in schools.

Sponsoring Brake's Kids Walk is part of esure's broader commitment to supporting safer communities and raising awareness of road safety through education and engagement.

David McMillan, Chief Executive Officer at esure, said:

"Every day, six children are killed or seriously hurt on Britain's roads – a stark reminder of the importance of ongoing road safety education. We're proud to partner with Brake for the fifth year as the sponsor of Kids Walk which helps young people learn about safe and healthy travel, highlighting esure's ongoing commitment to making a positive impact in the communities we're proud to serve."

How to enter:

"Children aged 4-7 and 8-11 are invited to design, draw and colour in road safety poster, using pens, pencils, crayons, paint or a computer / tablet, to get creative and make their design stand out!

A parent or guardian must email a photo of the poster to PosterDesign@esure.com quoting 'Road Safety Competition' in the subject line. Acceptable file formats are PDF, JPG and PNG, and max file size in 20MB. The email must tell us the full name of the entrant and their age on the date the competition closes, 22nd June 2025.

Full competition details can be found on esure's website:

www.esure.com/about/charity-sponsorship/brake

ENDS

For further information, please contact:

Teneo (Financial PR)

+44 (0)20 7353 4200

esure@teneo.com

About esure Group

esure Group is one of the UK's leading providers of Motor and Home insurance products through the esure, Sheilas' Wheels and First Alternative brands. Founded in 2000, esure Group has the scale, heritage and expertise capable of inspiring the trust and confidence of their 2.1m customers, combined with the entrepreneurial mindset and agility of an insurtech. esure Group is focused on using their market-leading technology platform, insights and data, alongside fantastic customer service, to deliver more personalised experiences that meet the evolving needs and expectations of customers.

To find out more visit www.esuregroup.com