

## Dial Direct Pothole campaign successful

Since the official launch of the Dial Direct Pothole Brigade website on Monday, 17 January 2011, over 40 000 people have visited the website and logged 11 500 reports. The total number of potholes repaired since the project started in August 2010 is 5235.



The company has employed an additional four pothole inspectors and has decided to triple its capacity within the next few weeks. Last week, it was able to repair over 1000 potholes.

The campaign is in partnership with Lead SA, The Johannesburg Roads Agency and the Gauteng provincial Department of Roads and Transport. "The Pothole Brigade is doing sterling work and Lead SA is proud to be a partner with Dial Direct and road authorities," said Lead SA's Yusuf Abramjee. "We are making a difference and the feedback from the public has been excellent. This is a good example of public/private partnership.

"We call on the public to continue reporting potholes. The results so far have been excellent. Our organisation thanks all the partners in this initiative for improving the conditions on our roads and we are glad that the capacity has been beefed up, as a result of public demand," he concludes.

Report potholes to [www.potholebrigade.co.za](http://www.potholebrigade.co.za) or [www.leadsa.co.za](http://www.leadsa.co.za), dial \*120\*1551# on a cellphone or via the mobi site, [potholebrigade.mobi](http://potholebrigade.mobi).