

## PEDESTRIANS FIRST AT JUNG DONG 1 RO AEHWANG STREET!

■ A new project is underway to improve pedestrian safety on the popular Haeundae road.

The Korean Ministry of Public Administration and Security has awarded the Haeundae District a grant of 1 Billion won (approximately \$1 Million dollars) after the city was selected as the winner of the "2019 Safer Environments Project".

The city will use the money to fund the winning idea - the "Pedestrian Friendly Aehwang-Gil Walkway Project".

Aehwang-Gil is a major commercial area that includes a market, a shopping mall, Haeundae Elementary School, as well as a large number of other small shops and restaurants.

While most visitors come to this area for Haeundae Beach and Gunam-Ro, this street also sees a tremendous amount of traffic. The average daily traffic volume is 17,000 cars and 32,000 people.

Despite the street's popularity, however, the sidewalks are too narrow and some parts of the street have no sidewalks at all. As a result, walking down the street has been a risky endeavor for pedestrians, and residents have started to complain.

Over the last 3 years, 35 accidents have occurred. The city agrees that this is unacceptable, and the environment for pedestrians urgently needs to be improved.

The Haeundae District Office has vowed to match the prize awarded by the Korean Ministry of Public Administration and Security, resulting in a 2 Billion Won budget for the project designed to make the Aehwang Gil sidewalks safer and better.

The sections scheduled for improvement are Gunam Ro 21 Beon Gil, Gunam Ro 29 Beon Gil, and Haebeon Ro to the bus station for a total 6 lanes for 1.7km.

The project has the following stated goals:

- Major projects aim to reduce the lanes and extend the sidewalk
- Create a "pedestrians first" walkway
- Modify the blocked pedestrians area
- Improve the installations for pedestrians
- Install CCTV
- Install a bus stop
- Improve other safety facilities, such as installed lighting.

Next year, another project will be underway to improve shop signage along the road with a budget of 300 million won from the government. This project, undertaken with KEPCO, will be of a big help to small business owners on the street.

The Haeundae District president said, "Last year Gunam Ro was improved and upgraded to Haundae Square. As a result, it became busier. The area of Aehwang Gil used to be the center of Haeundae, but it has seen a decrease in business over the years. Hopefully this project will bring renewed vitality to the Aehwang area."

A total of 20 districts all over the country were chosen for the government's 2019 Safer Environment Project.

Haeundae District received high scores for their business proposal, field evaluation, and presentation, and as a result, was able to secure the one billion won award.

**For more information, please call the Division of Traffic Administration at 051 749-4553.**





# A TRAINING COURSE FOR WOMEN ON CAREER BREAKS TO BECOME SOCIAL MARKETERS

■ An SNS public relations specialist will offer training for women who want to become experts in the area of social marketing.

The Haeundae District Office is proud to announce a new program aimed at helping women who have been on a career break in order to raise children to improve their future outlook. This program is designed to teach these women how to become successful social marketers.

A 'Social Marketer' is an expert at promoting themselves, companies, or anything else using Social Networking Sites like Instagram, Facebook, Youtube, Twitter or Naver platforms.

This program will run from the 19th of November until the 14th of December at the Haeundae Technology Education Center.

The program consists of 11 classes, including marketing strategy, Photoshop, SNS marketing, blog marketing, and photography.

After the program, a mentor will be available to provide support for participants that choose to pursue careers in the area, to help with job searches, or to provide any other advice.

Residents who want to join the program can apply at the Haeundae Technology Education Center or call 051 753-3200.

The Haeundae District Office President said, "Hopefully this program will help unemployed women who are interested in these fields, or who used to work in these fields and are took a career break for their marriage or to raising children."

**For more information, please call the Division of Job Creation at (051) 749-2903.**



# ATTEND A FREE EVENT AND SCREENING OF THE FILM "A STREET CAT NAMED BOB"!

■ Protection of animals is the beginning of respect for all lives.

The Haeundae District Office is pleased to announce that on December 6th, 2018, they will be hosting "A Night of Animal Movies" at the Haeundae Cultural Center's Goeun Hall from 7:00 pm to 9:00pm.

This event is being organized by the Haeundae District Office and the Busan Society for the Prevention of Cruelty to Animals.

The movie that has been selected for screening on that night is called "A Street Cat Named Bob," which is based on a true story from England.

The movie was released in 2017, and tells the story of a lonely street singer who meets a street cat while he is out trying to make a living as a busker. Over time, the two become inseparable, and the cat becomes an incredibly important part of the man's life and career. It is a story of triumph, and of the beauty that a person can find in a relationships with an animal.

Please come and participate in the event and help raise awareness for animal rights. There will be other activities as well, including a cat photo exhibition and arts and crafts for dogs and cats crafts.

Admission is free!

**For more information about the event, or to confirm your attendance, please contact the Animal Protection Division at (051) 749-5681 or the Business Promotion Division at (051) 749-5683.**

