Motorists leaving the Territory and travelling south for their festive holidays this year are being encouraged to make regular rest stops to prevent fatigue related crashes on our roads.

Transport Minister, Kon Vatskalis, today launched the "Coffee Brake... Stay Awake" program, ahead of the expected surge of Territorians packing up their vehicles and families for long drives around Australia.

"We want Territorians to have a happy and safe Christmas and New Year period, and that will only happen if they arrive at their destinations alive," said Mr Vatskalis.

"With the support of Australian Fuel Distributors and other road houses around the Territory, all drivers will be offered free coffee over the Christmas period as part of this new road safety initiative.

"A similar program – Driver Reviver – has been run by Bushells Tea Company around Australia, but only during holiday periods.

"I’m very pleased to announce the "Coffee Brake...Stay Awake" program will run all year round in the Territory – and with the festive break upon us, this is the perfect time to launch it.

"There are a total of 14 road houses participating in this program, so there’s no excuse not to plan regular rest breaks.

"With the vast distances we have between destinations in the Territory, fatigue is a factor and accounts for an alarming number of motor vehicle accidents on our roads.

"It’s vital we all take the time to stop and have a rest, stretch our legs and get some fresh air to remain alert."

Mr Vatskalis thanked the roadhouses for supporting the important road safety initiative, which will be promoted through flyers and posters, and permanent road signage to be erected.

The Minister encouraged other communities and roadhouses around the Territory interested in getting involved with this important road safety program to contact the Road Safety Branch in the Department of Infrastructure, Planning and Environment.