



News Release

For immediate release

September 9, 2014

Coalition kicks off fall season with a crash

Fort McMurray, AB – On Tuesday, September 9, 2014, the Coalition for a Safer 63 and 881 took its popular Pledge campaign to the streets, literally. Customers leaving Tim Hortons and Canadian Tire, and students, teachers and parents at Father Mercredi High School encountered a car wreck wrapped in a yellow band that could save a community.

November 2013, the Coalition launched The Pledge and since then over 8,500 people have pledged to be safer drivers and become part of the solution to prevent vehicle-related injuries and deaths on Highways 63 and 881. Today, the Coalition placed a vehicle from a Highway 63 fatality at three busy sites around the City in a symbolic effort to once again raise awareness of The Pledge and the Coalition's goal to get more people thinking about journey management. In fact, the Coalition promotes a 10-point plan for safe driving -- from making sure your vehicle is ready for a trip to checking road conditions prior to departure to leaving the proper distance between you and the vehicle in front of you while traveling.

"Seeing an accident can be shocking. Seeing the results of an accident where you least expect it can make you think twice about your own driving habits. It's a reality check," says Debbie Hammond, Executive Director for the Coalition for a Safer 63 and 881. "The Coalition team spent the day traveling with the vehicle, capturing reactions and encouraging people to take The Pledge for everyone in their community."

"We are grateful to The Junk Yard for helping us find this vehicle and for volunteering their towing services today," adds Hammond.

The Coalition's goal is to have 10,000 people take The Pledge before the end of December and before the most dangerous driving season starts. Today's event is only one part of the overall campaign encouraging people to take The Pledge to be a safer driver; posters will also be placed around the City and attention-grabbing materials will be shared at Coalition partner company worksites.

Sign up to take The Pledge online and also find tools for a safer drive on the Coalition's website:

www.safer63and881.com

-30-

About the Coalition for a Safer 63 and 881

The Coalition, formed in 2010, is working to inform, educate and compel drivers to change their behaviours in the hopes of preventing future heartbreak as a result of collisions on Highway 63 and 881. Coalition members include the Alberta Construction Safety Association, ACCESS Pipeline, Alberta Motor Association, Big Dog 103.5, BP, Building Trades of

Alberta, Connacher, CEDA International, Cenovus, ConocoPhillips Canada, Country 93.3, Construction Labour Relations, Devon, Enbridge, ENTREC, Husky Energy, JACOS, Lac La Biche County, MAMMOET, NCSG, Nexen, Overnight Expedite, PTI Group, Red Arrow, URS, Regional Municipality of Wood Buffalo, Shaw, SITE, STUDON Electric and Controls, Syncrude, Suncor, Telelink, Tera Environmental Consultants, and Willbros Canada.

For media inquiries:

Debbie Hammond, Executive Director

dhammond@live.ca

(C) 587.985.8848