



MEDIA ADVISORY PHOTO OPPORTUNITY



Friday, May 4, 2012

Spring Pedestrian Safety Campaign

The Regional Municipality of York and York Regional Police encourage motorists to slow things down

NEWMARKET – The Regional Municipality of York and York Regional Police are urging motorists to obey the speed limit and help stop acts of aggressive driving which put pedestrians, cyclists and other drivers at risk with the launch of the Spring Pedestrian Safety Campaign, *We need to slow things down*.

York Region recently revised speed limits at 15 locations to ensure speed limits are appropriate, safe and consistent for the existing roadway.

The Spring Safety Campaign will generate awareness of the speed limit changes on Regional roads, encouraging motorists to slow down and stop acts of aggressive driving. York Regional Police will set up at one of the recently revised locations to remind drivers of the speed limit change.

WHEN: Monday, May 7, between 7 a.m. to 9 a.m. and 3 p.m. to 5 p.m.

WHAT: Photo Opportunity – Spring Pedestrian Safety Campaign, *We need to slow things down*
York Regional Police will be on duty to:

- Remind motorists of speed limit revisions
- Distribute safety campaign material
- Promote the Road Watch program, a community-based initiative that gives residents an opportunity to report aggressive driving

WHERE: Bathurst Street between Shaftsbury Avenue and Elgin Mills Road
(near the Elgin West Community Centre & Pool)
Town of Richmond Hill

Note: The speed limit at this location has been revised from a 70 kilometre per hour zone to a 60 kilometre per hour zone

ATTENDING: York Regional Police Sergeant Sarah Riddell
York Region Traffic Management and ITS Director Steve Kemp

The Spring Pedestrian Safety Campaign will help foster respect between motorists and pedestrians in an effort to reduce the number of collisions, injuries and fatalities on York Region roads. York Regional Police and York Region's Transportation and Community Planning Department work in partnership on a number of initiatives throughout the year to help prevent collisions between vehicles and pedestrians.

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Media Contacts: Staff Sergeant Brad Bulmer, York Regional Police Traffic Bureau
1-866-876-5423, ext. 7702 • traffic@yrp.ca

Ken Turriff, Corporate Communications, York Region
1-877-464-9675, ext. 1226 • Cell: 905-251-6415 • ken.turriff@york.ca

Founded in 1971, The Regional Municipality of York is made up of nine municipalities and provides services to nearly 1.1 million residents and 28,000 businesses that employ 516,000 people

