



News Release

FOR RELEASE: **Immediately**
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PAGE: 1 of 1
DATE: September 26, 2006
REF#: 2006-40

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October is Zero Crash Month

Everyone's driving safely to win prizes

This October 22,000 car crashes are predicted to take place in British Columbia, resulting in almost 6,000 injuries.

ICBC, the provincial government and local police have designated October as Zero Crash Month to raise awareness of the impact crashes have on people, families and communities, and as a challenge to make a difference.

“Every year, close to 80,000 people are injured in car crashes and more than 400 people die,” said Solicitor General John Les. “Our government is committed to keeping British Columbians safe on our roads. Everyone who drives, cycles or even walks can make a commitment to help reduce crashes, and make October a Zero Crash Month.”

Individuals who have no crashes, or traffic tickets, in October are eligible to win prizes. Individual drivers have the chance to win a brand-new, fully-loaded 2007 GM Pontiac Torrent with a five-star safety rating, along with other prizes. Communities can win road safety grants totalling \$93,000 by registering as official participants and showing the greatest reduction in crashes in October. And corporations are being challenged to sign up employees and compete for prizes and employee recognition rewards.

Everyone can sign up to be a safe road user at www.zerocrashmonth.com.

Police will be doing their part to help make October Zero Crash Month with additional traffic enforcement on B.C. roads. They will be targeting seatbelts and intersection safety.

“ICBC is committed to road safety to save lives and reduce injuries,” said Paul Taylor, ICBC president and CEO. “Car crashes also carry a financial toll and with the costs of claims rising, ICBC wants to ensure insurance rates remain low and stable for our customers. Zero Crash Month asks motorists to do their part by driving safely.”

The theme of the third annual Zero Crash Month is *Everyone's Driving Safely*. Car crashes affect everyone and every community. By working together, we can help reduce the harm on our roads. Everybody wins when we reduce crashes.

- 30 -