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**GOVERNMENT ANNOUNCES NEW WINTER DRIVING SAFETY CAMPAIGN**

WHITEHORSE -The Government of Yukon is announcing its new “Slow Down Yukon” campaign to promote safe winter driving throughout the territory.

The innovative and thought provoking driving campaign is being launched as a partnership between the Department of Highways and Public Works and the M Division of the Royal Canadian Mounted Police.

“This campaign will serve to better inform drivers within the Yukon, as well as our visitors, of the unique driving conditions we find in our winter season,” acting minister of Highways and Public Works, Archie Lang said. “Over 1300 reported collisions and incidents have occurred on our highways since 2003. We hope this safety campaign will bring new awareness to all drivers this winter season.”

“Slow Down Yukon” will run from late October to early February. The primary goal of the campaign will focus on improving road safety within the territory during the hazardous winter driving season.

“We are very proud to be part of a campaign which will promote safety and awareness for drivers during this winter season,” Royal Canadian Mounted Police Sgt. Guy Rook said. “The fact is the majority of collisions within the Yukon are very preventable and drivers have to realize that winter conditions mean adjusting to driving habits which reflect greater caution and due care.”

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