



**SAFE
ROADS**

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E EVERYDAY

NEWS RELEASE

FOR IMMEDIATE RELEASE: MAY 23, 2006

SAFE ROADS AIMS TO PREVENT ROAD CONSTRUCTION INJURIES

Winnipeg, MB – A new joint initiative aimed at bringing awareness to safety in road construction zones was unveiled today. SAFE Roads brings the message that “Work Shouldn’t Hurt” to motorists across the province, and urges them to exercise caution when driving through construction zones this summer.

“Our roads and bridges bring Manitoba’s neighbourhoods and communities together,” says Manitoba Transportation Minister Ron Lemieux. “The people who build our roads are entrusted with the very important responsibility to build them safely. In turn, they trust motorists to be careful and to slow down when entering a construction zone. Speeding is not an option.”

Recent changes to the Highway Traffic Act have set new penalties for failing to slow down when traveling through construction zones. Offenders caught speeding past crews as they are working will have an additional \$5 added to the base fine for every kilometre recorded over the speed limit.

On any given day during the busy summer months, there are over 1,000 road construction projects taking place throughout Manitoba. The issue of road construction zone safety is equally as important in our cities as it is on our rural roads and highways.

“During the construction season, it can be easy to take road work for granted on our busy city streets,” says Winnipeg city councilor Jae Eadie. “Motorists must remember to follow the signs, reduce their speed, and pay special attention in these areas, so that everyone gets home healthy and safe at the end of the day.”

The four-week SAFE Roads campaign includes a radio ad which will play on eight stations in Winnipeg and Brandon, supported by a number of billboards in both cities. They feature a frank message of “What the heck were you thinking?” in reference to shortsightedness that can lead to tragic mishaps in road construction zones. The tone of these ads helps get the attention of motorists who can play an important role in making road construction zones safer during the busy summer season.

“Speeding vehicles can be dangerous for road crews,” says Chris Lorenc, President of the Manitoba Heavy Construction Association. “Imagine trying to do your job with thirty five hundred-plus pounds of vehicle rushing past you just a few feet away.”

This campaign is the latest in the very successful SAFE Work initiative that has been well-received by the public. “Manitobans are becoming more aware of potential hazards and risks associated with their own work,” says WCB Chairperson Tom Farrell. “SAFE Roads is different – it is about realizing how your actions can impact another person’s workplace, like a road construction zone, and what you can do to make it safer for the workers and for yourself.”



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The SAFE Roads Team is a joint safety effort between seven partners:

- City of Winnipeg
- Department of Transportation and Government Services
- Manitoba Heavy Construction Association
- Manitoba Floodway Authority
- Manitoba Hydro
- Manitoba Public Insurance
- Workers Compensation Board of Manitoba

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