

November 17, 2006

Partners launch Safer Winter Highways campaign

Condor... Renewed efforts to ensure Alberta motorists benefit from safer winter highways began as the Alberta government and the Alberta Roadbuilders & Heavy Construction Association officially launched this year's Safer Winter Highways campaign.

Ty Lund, Minister of Infrastructure and Transportation, and private-sector highway maintenance contractors officially kicked off the second year of the public awareness effort Nov. 17 at Condor School near Rocky Mountain House.

"Despite Alberta's high standards and the best efforts of hundreds of snowplow operators, sometimes Mother Nature gets the upper hand," said Lund. "Motorists are a key part of the safer winter highways equation. It's vital that they pitch in by planning ahead and driving to the conditions."

The campaign partners will work with the media, the Alberta Motor Association, and the RCMP to drive home the message with billboards, dynamic highway message signs, radio spots, snowplow ride-a-longs and "Show off the Plows" events that feature high-tech snowplows and experienced operators. Last year, inaugural Show off the Plows events held at elementary schools were well received by school principals, teachers, and Grade 2 students learning about the services and jobs available in Canadian communities.

"Principals and teachers appreciated having interesting, relevant no-cost field trips brought right to their school parking lots or playgrounds," said Gene Syvenky, chief executive officer of the Alberta Roadbuilders and Heavy Construction Association. "The students really enjoyed the opportunity to question snowplow operators about their jobs and equipment and to climb into the cab of a high-tech snowplow truck."

This year's campaign focuses on three key themes:

- Maintenance contractors and government are working together to keep our highways as safe as possible during the winter.
- While maintenance of our highways is second-to-none, motorists shouldn't expect clear and dry summer highway conditions all winter.
- Drivers play a role in keeping our highways safe and making it easier for maintenance crews to clear our highways as quickly and efficiently as possible. Motorists also have a responsibility to drive carefully and appropriately according to the weather conditions.

- 30 -

Media enquiries may be directed to:

Trent Bancarz
Communications
Alberta Infrastructure and Transportation
(780) 427-0623

Heidi Harris
Director of Member Relations and Public
Policy
Alberta Roadbuilders & Heavy Construction
Association
(780) 436-9860 ext. 224 or cell: (780)
918-5047

To call toll-free within Alberta dial 310-0000.

Alberta Government Home | Ministries Listing | Infrastructure and Transportation Home Page | News Releases | [Top of Page](#)

Send us your comments or questions

Copyright(c); 2006 Government of Alberta

Return to [Government Home Page](#)