

*November 7, 2007*

## **Partners announce Safer Winter Highways campaign**

*Edmonton...* The Alberta government and its highway maintenance partners are teaming up to create greater awareness of snowplow safety on Alberta highways.

Luke Ouellette, Minister of Infrastructure and Transportation, and members of the Alberta Roadbuilders & Heavy Construction Association officially kicked off the 2007-08 Safer Winter Highways campaign Nov. 7 at the Alberta Legislature. Grade 2 students from Albert Lacombe School in St. Albert joined in the festivities.

"Hundreds of snowplow operators work very hard to keep our highways clear in winter, but sometimes it means highway travelers experience delays," said Ouellette. "Motorists need to use caution when sharing the road with snowplows and drive according to conditions."

The campaign partners will work with the media, the Alberta Motor Association, and the RCMP to drive home the message with billboards, changeable highway message signs, radio spots, snowplow ride-a-longs and "Show off the Plows" events that feature high-tech snowplows and experienced operators. Show off the Plows events will be held at elementary schools throughout the province and fit in well with the Grade 2 curriculum in which students learn about services and jobs available in Canadian communities.

"Principals and teachers appreciate 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 enjoy 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 how maintenance contractors and government work together to keep highways as safe as possible during winter and how motorists can assist these efforts by driving to conditions and driving appropriately in maintenance zones. Visit [www.infratrans.gov.ab.ca](http://www.infratrans.gov.ab.ca) and click on the Safer Winter Highways icon for more information.

Winter highway maintenance is part of Premier Ed Stelmach's plan to secure Alberta's future by building communities, greening our growth and creating opportunity.

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