



MEDIA RELEASE

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DON'T LET HALLOWEEN BE A CHILD'S WORST NIGHTMARE

BCAA Traffic Safety Foundation

(Burnaby, BC) – Halloween is a frightfully fun time for children and the BCAA Traffic Safety Foundation reminds drivers and parents to make sure that Halloween night doesn't turn into a child's worst nightmare.

See and be seen is the key message from the BCAA TSF. "By the end of October the weather is rainy or snowy and it's dark by dinner time," states Allan Lamb, Executive Director of the BCAA Traffic Safety Foundation. "Drivers should drive with caution especially on neighbourhood streets where kids are darting every which way. Parents also have to take care to make sure their children are seen in the dark with flashlights and reflective clothing. It would truly be a nightmare for some family if their child was seriously injured or killed by a car."

TIPS FOR A SAFE HALLOWEEN:

For Drivers –

- Turn on your headlights before dusk. This will increase your vehicles visibility.
- Slow down as you drive through residential areas – 10 km slower can make a big difference in an emergency stop.
- Watch for children darting out from behind parked cars.

For Parents and Children –

- Children wear light or reflective costumes and use face paint instead of wearing a mask.
- Children carry a flashlight
- Never run out between two parked cars. Always cross at a designated intersection, looking both ways and make sure drivers see you before you cross.
- If there is no sidewalk, always walk facing traffic and as far off the road as possible.
- Parents make sure the "loot route" is planned along well-lit streets
- Parents accompany children and make sure the group travels together.
- Parents review the "rules of the road" before starting out.

Other Tips for a Safe Halloween –



- Never eat treats until you get home and an adult has checked your loot.
- Check wrappers of commercially sold treats for signs of tampering.
- Notify the police if anything dangerous is found so they can find the person responsible before anyone get hurt.

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About BCAA Traffic Safety Foundation

The BCAA Traffic Safety Foundation (TSF) is a non-profit registered charity working with families, communities and business partners to reduce the number and severity of traffic crashes and injuries in B.C. For more information contact visit www.bcaatsf.com.

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