



## **MEDIA RELEASE**

For Immediate Release

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### **Victoria Day Will See Traffic Violations Double**

(Burnaby, BC) – It's been a long winter and Victoria Day the first long weekend of the season is almost here. Normally an opportunity to relax, the long weekend can actually be very stressful and even dangerous for people traveling on B.C.'s roads and highways. The BCAA Traffic Safety Foundation reminds us that more people speed and get behind the wheel while under the influence of drugs or alcohol during holiday weekends.

Impaired drivers kill an average of 2 people and injure over 60 every week. On long weekends vehicle related deaths and injuries double or even triple. According to ICBC, the Victoria Day long-weekend in 2005 saw 276 people injured and 4 people killed in vehicle related crashes (2005 ICBC Traffic Collisions Statistics from Police-attended Injury and Fatal Collisions, the most recent data available).

The RCMP and municipal police forces step up their enforcement efforts during times when impaired driving incidents spike. The RCMP the Integrated Road Safety Unit (IRSU) and local police departments have joined forces and will deploy extra personnel, the RCMP Traffic Safety Helicopter, and the Automated Licence Plate Recognition (ALPR) units in an effort to curb deaths and injuries. A wide selection of marked and unmarked, conventional and unconventional vehicles will be used to ensure the safety of our motorists on the B.C. roads this May long weekend. "Getting there is half the fun, so drive slower, drive sober and buckle up," reminds Staff Sergeant Bob Beaudoin from Fraser Valley Traffic Services.

The BCAA Traffic Safety Foundation and the Surrey RCMP have partnered on a 1-year "On The Watch – Drive to Save Lives" enforcement awareness campaign that is targeting impaired, seatbelt and other traffic violations.

The Foundation says avoiding a road tragedy this long weekend can be as simple as buckling up and taking your time. Give yourself time to get to where you are going and to get over the effects of alcohol and drugs.

***DRIVE TO SAVE LIVES***

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