



Media Release

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COMMUNITY PARTNERS ON THE WATCH WITH NANAIMO'S DRIVE TO SAVE LIVES

(Nanaimo, BC) -- The BCAA Traffic Safety Foundation (BCAA TSF) is proud to partner with the RCMP for the "On The Watch" *Drive to Save Lives* traffic enforcement and awareness campaign in Nanaimo.

For the next year the RCMP will be "On The Watch" in Nanaimo to reduce vehicle crashes and related harm, implementing pro-active and creative enforcement methods. Dangerous driving behaviours tend to occur when police presence is not obvious, therefore enforcement will take a "now you see them, now you don't" approach. Using marked and unmarked police vehicles, plain-clothes officers and motorcycles, the RCMP will be stepping up traffic violation enforcement at targeted intersections on high traffic routes throughout the city of Nanaimo.

The BCAA TSF has worked with the RCMP on various initiatives and fully supports this project that will save lives and reduce the damage done by dangerous drivers and motor vehicle related crashes.

The BCAA Traffic Safety Foundation 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. *Drive to Save Lives* is a BCAA TSF initiative to reduce fatalities and injuries on the roads in communities around the province. The *Drive to Save Lives* is an awareness campaign designed to educate the public about the significance of traffic safety and what drivers can do to help reduce the harm caused by vehicle crashes.

The BCAA Traffic Safety Foundation has demonstrated leadership in developing effective community oriented programs and interventions that make a difference and has implemented the following programs and initiatives around traffic health and safety - Child Passenger Safety, Boost BC, School Safety, Young Drivers, Living Well, Driving Well mature drivers workshops and impaired driving education.

Available for Interview:

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DRIVE TO SAVE LIVES
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