



Media Release

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BCAA Presents Road Safety Community Award to the Nanaimo RCMP

(NANAIMO, BC) -- The BCAA recently honoured the Nanaimo RCMP with their Road Safety Community Award in recognition of the partnership with the BCAA Traffic Safety Foundation and the work that the RCMP is doing to promote road safety through the “On The Watch - Drive to Save Lives” traffic enforcement and awareness campaign.

For the past year the RCMP has been “On The Watch” in Nanaimo to reduce vehicle crashes and related harm. Members have been implementing pro-active and creative enforcement methods taking a “now you see them, now you don’t” approach.

Using marked and unmarked police vehicles, plain-clothes officers and motorcycles, the RCMP stepped up traffic violation enforcement looking for speeders, impaired drivers, people not wearing seatbelts, and drivers violating intersection laws.

The “On The Watch” campaign has proven to be successful and the BCAA Traffic Safety Foundation is very pleased with the work the RCMP is doing.

"As a huge admirer of the excellent job our local Nanaimo constabulary do, I was delighted to present this award," stated Bob Parker, BCAA Sales Centre Manager. "The BCAA Traffic Safety Foundation's role in the campaign is to increase public awareness about the seriousness of road safety. The results from the data coming in seem to indicate that the public is listening. This is has been a positive partnership and we look forward to continuing the good work."

DRIVE TO SAVE LIVES

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