



MEDIA RELEASE

The BCAA Traffic Safety Foundation Ten years of road safety in B.C.

Burnaby, B.C. / June 25, 2010 – Established in 2000 as a non-profit registered charity dedicated to working with families, communities and business partners to reduce the number and severity of traffic crashes and injuries in B.C., the BCAA Traffic Safety Foundation is celebrating ten years of road safety.

At the foundation's tenth annual Partner Appreciation Reception, held this year on June 25, the work of those organizations and individuals that have joined the foundation in their road safety initiatives was recognized and honoured.

The Community Against Preventable Injuries was presented with the Partnerships in Road Safety for a business or organization for their leadership in the field of injury prevention, including injuries caused by traffic crashes. The Community is encouraging British Columbians to take steps to prevent injuries that could impact their families, workplace or community.

The work of Steve Martin, Superintendent of Motor Vehicles for the Province of B.C. was recognized with the Partnerships in Road Safety for an individual award. Mr. Martin championed the booster seat legislation; oversaw the new street racing laws; and he established the first police liaison position within his ministry to enhance partnerships between the government and police.

Special guest speaker for the event was Dr. Doug Beirness, senior research and policy analyst for the Canadian Centre on Substance Abuse. The BCAA Traffic Safety Foundation and the CCSA have been working together on the issue of driver impairment due to drugs.

Known for its leadership in developing effective community oriented programs and interventions, the BCAA Traffic Safety Foundation has been educating drivers about the risks and consequences of impaired driving; caregivers about the safety of children traveling in vehicles; families about the importance of pedestrian safety in school zones; seniors about the connection between aging and driving; and parents about the importance of being involved in the driving education of teens.

"We have put into practice the experience we have gained collectively in our various road safety careers and been able to bring together other individuals and organizations that have helped to advance road safety in this province," says Allan Lamb, executive director of the foundation.

"I am honoured to be leading this team of talented and dedicated road safety professionals," adds Lamb. "I love my work and appreciate having the opportunity to create a dynamic foundation on behalf of BCAA."

For more information about the BCAA Traffic Safety Foundation visit BCAATSF.ca.

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Highlights from the past year:

- Alexa's Team - 175 police officers from around the province honoured for their diligence in enforcing impaired driving
- Call 911 Campaign in Nanaimo – Campaign to encourage citizen to report suspected impaired drivers by calling 911

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About BCAA Traffic Safety Foundation

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. For more information visit www.BCAATSF.ca or call 604-298-5107.

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