



FOR IMMEDIATE RELEASE: May 19, 2022

CAMPAIGN REMINDS DRIVERS TO WATCH THEIR SPEED IN CONSTRUCTIONS ZONES OR SUFFER THE CONSEQUENCES

WINNIPEG – The 2022 SAFE Roads campaign officially launched today during Canada Road Safety Week (May 17-23) reminding motorists to reduce their speed and drive with extra caution as the summer construction season brings more workers to Manitoba roadways or suffer the consequences.

Richard Deacon, CEO and President, Workers Compensation Board of Manitoba, said the annual SAFE Roads campaign is vital to reduce occurrence of workplace injuries and illnesses in Manitoba.

"Workers deserve to feel safe at work, and that includes those who make their living working on, or near Manitoba roadways," said Deacon. "While commuting, motorists play an important role in recognizing the potential risks. We can do this by being more cautious and slowing down when we encounter a situation where workers are present."

The theme for this year's campaign is *Speeding Will Get You Here Faster*, which focuses on the many consequences of speeding and aims to increase awareness through social media, radio spots and billboards. The campaign creative features several different possible outcomes of a motorist's decision to put construction workers, emergency responders and others who make their living on and near our roadways at risk.

"As the weather warms up, we know that marks the beginning of a busy construction season that will see a lot of workers working on, or near our roads," said Doyle Piwniuk, Minister of Transportation and Infrastructure. "Serious consequences can be avoided by drivers understanding the dangers of speeding and recognizing that the roads are someone's work space."

The annual campaign is having an impact, resulting in an increased awareness among drivers of the need to protect the safety and health of Manitoba workers, but there is still work to be done.

"Every year, we hear of numerous dangerous near misses, or tragic collisions causing injuries and sometimes deaths at road construction sites. This is entirely avoidable and inexcusable," said Chris Lorenc, President of the Manitoba Heavy Construction Association and Chair of the SAFE Roads Committee. "We need drivers to slow down and proceed with caution, to ensure our women and men repairing on your roads get home safely to their families."

Campaign images are available for media use: <https://bit.ly/SAFERoads2022>

About SAFE Roads

Established in 2004, the SAFE Roads vision is to educate motorists and the general public to practice respectful and safe driving practices to protect the safety of construction, utility, emergency services personnel, equipment operators and all those who work in or adjacent to our province's roadways.

SAFE Roads Committee

Manitoba Heavy Construction Association & WORKSAFELY™ Program

Chris Lorenc (Chair)
Don Hurst
Wendy Freund Summerfield
Lee Woods

SAFE Work Manitoba

Jamie Hall
Adrian Alleyne

City of Winnipeg Public Works; Police Service; Fire & Paramedics Service

Abe Wiebe
Ron Ireland

Manitoba Infrastructure

Glenn Cuthbertson

Manitoba Hydro

Monique Molgat

Manitoba Association of Fire Chiefs

Brad Yochim

Manitoba Public Insurance

Cara Lytwyn

Heavy Equipment & Aggregate Truckers (HEAT)

Shannon Hiebert
Gord Bragg

Construction Safety Association of Manitoba

Meghan Storey
Sean Scott

Manitoba Government and General Employees' Union (MGEU)

Joe Dooley

City of Brandon

Al Trotz

Manitoba Trucking Association

Aaron Dolyniuk
Susan Green

McKim/Sherpa

Andrea Baryliuk
Deanna Westbrook



**SAFE
ROADS**

S SPOT THE HAZARD
A ASSESS THE RISK
F FIND A SAFER WAY
E EVERYDAY

SAFE Roads Committee

**Manitoba Heavy
Construction Association &
WORKSAFELY™ Program**

Chris Lorenc, Chair;
Don Hurst
Wendy Freund Summerfield
Alisa Woods

SAFE Work Manitoba

Jamie Hall
Andrea Di Ubaldo
Adrian Alleyne

**City of Winnipeg Public
Works; Police Service; Fire &
Paramedics Service**

Ron Ireland

Manitoba Infrastructure

Glenn Cuthbertson

Manitoba Hydro

Matt Menard

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Commissioner

Robert Pike

Manitoba Public Insurance

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Cara Lytwyn

**Heavy Equipment &
Aggregate Truckers (HEAT)**

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