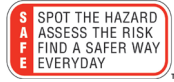




**SAFE
ROADS**



FOR IMMEDIATE RELEASE: May 18, 2023

CONTINUING TO PROTECT WORKERS ON MANITOBA ROADS

WINNIPEG – The 2023 SAFE Roads spring campaign officially launched today reminding motorists to reduce their speed and drive with extra caution as the summer construction season brings more workers to Manitoba roadways.

Richard Deacon, CEO and President of the Workers Compensation Board of Manitoba, said the annual campaign plays a vital role in reducing workplace injuries on Manitoba roadways.

"Those who work on and around our roads face increased risk of injury every day," said Deacon. "They do important work that benefits us all. It's critical that motorists slow down and give them the attention they deserve in order to stay safe."

The theme for this year's campaign is *They're Not in Your Way, They're at Work*, which reminds motorists to slow down so road workers can work safely. The campaign will increase awareness through social media, radio spots and billboards.

"We ask drivers to respect the role these workers play in repairing our roads, responding to emergencies and much more," said Doyle Pivniuk, Minister of Transportation and Infrastructure. "We can all do more to ensure they go home safe at the end of the day."

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.

"We simply ask that motorists slow down, take care and obey the directions," said Chris Lorenc, President of the Manitoba Heavy Construction Association and Chair of the SAFE Roads Committee. "Our crews are hard at work and, at the end of a long day, they want to get home safe and whole, just like everyone else."

Campaign images are available for media use: <https://bit.ly/SAFEroads2023>

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.

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