



NEWS RELEASE

ROAD SAFETY TOP PRIORITY AS CONSTRUCTION SEASON BEGINS

May 9, 2024 (Winnipeg) – The 2024 SAFE Roads spring campaign officially launched today reminding motorists to reduce their speed and drive with extra caution as the construction season brings more workers to Manitoba roadways.

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.

"It only takes one motorist to turn a construction site into a danger zone," said Chris Lorenc, President and CEO of the Manitoba Heavy Construction and Chair of the SAFE Roads Committee. "We ask motorists to be respectful, slow down and drive with caution so our workers can get home safely."

A statistics report provided by the Workers Compensation Board of Manitoba shows that 240 transportation-related accidents occurred within the construction industry between 2018 and 2022.

"These roads are more than just a means to get from one place to another. These are workplaces for many Manitobans," said Dave Kramer, Vice President of WCB's SAFE Work Manitoba division. "Speeding through a construction zone or ignoring traffic signs will not only cost you a ticket, but it can also cost someone their livelihood, or even their life."

"We have another very busy road construction schedule underway. Employees have a very short season and work tirelessly to ensure projects are completed in our communities," said Deputy Mayor Janice Lukes. "It's important that motorists do their part to keep these workers safe, too."

With higher traffic, there comes higher potential for workplace injuries. For SAFE Roads, it remains top priority to keep those working on Manitoba roadways safe.

Campaign images are available for media use: [SAFE Roads Spring Campaign](#)

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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

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Wendy Freund Summerfield
Lee Woods

City of Winnipeg

Ron Ireland

Manitoba Public Insurance

Kelly Saunderson

City of Brandon

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SAFE Work Manitoba, a division of the Workers Compensation Board of Manitoba

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Manitoba Infrastructure

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