



Paving the Way to Safer Roads CAA Atlantic Launches Worst Roads Campaign



Saint John, NB
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To draw attention to the region's most derelict and unsafe roads, CAA Atlantic announced today the launch of the first annual Worst Roads campaign in Atlantic Canada. From today through to May 24, 2011 CAA Members as well as non-Members, drivers and non-drivers, can cast a vote for the region's Worst Roads. Votes can be cast online at www.atlantic.caa.ca/worstroads. All voters will have a chance to win a \$500 Automotive Gift Certificate as well as weekly prizes.

"If you have ever found yourself grumbling about the state of a road, as a motorist, a cyclist or as a pedestrian, now is the time to make your complaints heard," says Gary Howard, CAA (Atlantic). "We're encouraging any and everyone to go online and tell us which roads are the absolute worst and why."

A Worst Road qualifies as a "worst" if it is in disrepair and has potholes, fissures, cracks, and even sinkholes. They could also include roads that are poorly designed or too narrow for motorists, pedestrians and cyclists to share safely. Campaigns have been run successfully in Ontario for a number of years. In western Canada, British Columbia Automobile Association is also holding its first Worst Roads campaign this year.

Throughout the campaign CAA Atlantic will issue weekly reports on the total number of votes cast to date and which roads are making the "cut". At the close of the campaign in May, the results will be compiled and a top 20 list of Atlantic Canada's Worst Roads published.

Roads and driving safety is a priority for CAA Atlantic. The Worst Roads campaign puts a spotlight on troublesome and even dangerous road conditions in the region. In other jurisdictions, the campaign has served to actively engage municipalities and other levels of government to take action and make repairs or changes. In Ontario, more than 90 percent of the roads that had achieved top 20 "Worst Road" status in previous years are, or are in the process of, being fixed.

Poor road conditions have real social and economic impacts. Increased vehicle repair costs, insurance claims, work compensation, healthcare costs as well as wasted time and energy, all stem from the accidents and traffic congestion caused by poorly maintained roads.

"The campaign is an opportunity for us to send a strong message to politicians about the declining state of roads and why it's important to repair them. Atlantic Canada's Worst Roads will demonstrate that people do notice the declining state of our roads and care enough to take the time to vote," said Gary Howard, CAA (Atlantic).

The Canadian Automobile Association (CAA) is a federation of nine clubs providing more than 5.6 million Members with exceptional emergency roadside service, complete automotive and travel services, member savings and comprehensive insurance services. CAA also advocates on issues of concern to its Members, including road safety, the environment, mobility, infrastructure and consumer protection.

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