



CAA Launches Atlantic Canada's Worst Roads Campaign



This spring, Atlantic Canadians will be able to submit their vote when it comes to which roads are the region's worst to drive on. From April 26 to May 24, 2011, CAA will be asking for CAA Members and non-members to vote for Atlantic Canada's Worst Roads. Any and every road in Atlantic Canada, in Newfoundland & Labrador, Prince Edward Island, Nova Scotia, and New Brunswick is eligible to be named Worst Road. Those who vote will have the chance to win a \$500 CAA Automotive gift certificate or weekly prizes. This is the first Worst Roads campaign run by CAA.

Drivers and non-drivers are invited to submit their votes online, starting April 26 at www.atlantic.caa.ca/worstroads, or votes can be cast via the campaign's Facebook page.

The Atlantic Canada's Worst Roads campaign is an opportunity for all Atlantic Canadians to have a say in which roads are in need of attention. Poor road conditions affect everyone, so CAA is reaching out beyond its membership and inviting everyone across the region to have their say. The results will be compiled and a top 20 list of Atlantic Canada's "Worst Roads" will be published after the campaign closes.

Roads and driving safety have always been a priority to CAA. In addition to putting a focus on troublesome and even dangerous road conditions in the region, the campaign is expected to actively encourage municipalities and other jurisdictions to take action and make repairs. Similar CAA campaigns have run in Ontario for the last several years with a great deal of success. Thousands of voters have participated and the outcomes have been impressive and positive. More than 90 percent of the roads that had achieved top 20 "Worst Road" status in Ontario, in previous years are, or are in the process of, being fixed.

The campaign offers the opportunity 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 tangibly demonstrate that people care enough to take notice and make the time to submit their vote.

Ongoing road maintenance is essential to ensure that we all can enjoy safe, economical, environmentally responsible and pleasant drives to work, school and play. Through its research, CAA has established that by the time you add up the costs of traffic congestion, repair costs, municipal and gas taxes and various other costs, a bad road could cost the average motorist up to \$3,000 per year.

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