
PRESS RELEASE
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AWARENESS CAMPAIGN LAUNCH:

ON BIKE OR IN THE CAR, LET'S SHARE THE ROAD AND BE COURTEOUS, IN BROME-MISSISQUOI!

Cowansville, June 8, 2015. - For the second straight year, the MRC Brome-Missisquoi, the Sûreté du Québec and the SAAQ are teaming up to raise awareness among cyclists and motorists about being courteous and safely sharing the road in Brome-Missisquoi.

Every year, country roads in the area are increasingly popular with cyclists, both local and from outside the region. This interest generates more traffic, which requires cyclists and motorists to co-exist on the road network. Thus, the second phase of this awareness campaign targets both cyclists and motorists and places the emphasis on safely and courteously sharing the road. Police will be adopting a very strict approach and will issue tickets for failure to comply with the regulations.

Over the next few months, an extensive media campaign will be conducted in Brome-Missisquoi in the local paper, on the radio via M105 and in social media. Last year, billboards displaying three major Highway Safety Code regulations were set up in strategic areas on Brome-Missisquoi territory to inform cyclists. This year, a dozen 4-by-8-foot billboards intended for both motorists and cyclists will be installed, encouraging them to be courteous and to share the road in a safe matter. There will also be an awareness video clip produced by the Sûreté du Québec which will be viral in the web. It is possible to watch it on Youtube : <https://youtu.be/KP9nBUKdVnE>

Have some wonderful outings in Brome-Missisquoi this summer, and let's all be courteous on the roads! For more information, please go to www.ridebm.ca and check the website of the Société de l'assurance automobile du Québec www.saaq.gouv.qc.ca.

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