

August 30, 2016

Patrollers take drivers back to class on school zone safety

Red Deer – As Red Deer families get into the back-to-school groove, AMA is reminding drivers to be extra cautious around school zones. While parents hustle to pack lunches and kids catch up with friends, AMA School Safety patrollers will strap on their fluorescent vests and stop sign paddles as they look out for their friends in the crosswalk.

Congestion around schools and playgrounds can have a major impact on pedestrian and cyclist safety, especially during the back to school rush. AMA School Safety patrollers help remind drivers what's at stake in our school zones. Parents can play it safe by parking a block or two away to reduce congestion and commuters can help reduce the risk by steering clear of school zones and being extra cautious of pedestrians and cyclists in residential areas. Police will be stepping up enforcement, watching for speeders, distracted drivers and jaywalkers around schools and playgrounds.

What: Back-to-School Media Availability

When: Thursday, September 1, from 8:15 – 8:45 am

Where: Barrie Wilson Elementary
300 Timothy Drive
Red Deer

Editor's Note: At 8:25 am a fresh team of patrollers will hit the crosswalk to help younger students cross the street safely. AMA experts and safety partners will share school zone safety tips. Photo opportunities will be available with children and parents as they kick off another school year.

Find high-res photos and learn why it's important to slow down, stay focused and avoid congestion at <http://news.ama.ab.ca/ama-school-safety-patrol-heads-back-to-school>

The Alberta Motor Association (AMA) is among the largest membership organizations in Alberta, representing more than 973,000 members. As a leading advocate for traffic safety, travel and consumer protection and crime prevention, AMA represents the interests of its members to industry and all levels of government and helps protect the things they care about most. Visit www.ama.ab.ca to learn more about AMA's products, services and member advocacy efforts.

- 30 -

For more information contact:
Darcy Baron, AMA, 403.304.9976