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For Immediate Release
January 10, 2011

WINTER ROAD SAFETY PUBLIC AWARENESS CAMPAIGN LAUNCHED

Today, the East Side Road Authority (ESRA), Manitoba Search and Rescue (MSAR), and Native Communications Incorporated (NCI) announced the launch of a public awareness campaign to promote winter road safety on the east side of Lake Winnipeg.

“Winter roads are a lifeline for the residents of remote and isolated communities on the east side of Lake Winnipeg,” said Eric Robinson, Minister responsible for the ESRA. “However, even at the best of times, travelling on winter roads can be dangerous. This campaign is designed to remind local residents it’s important to check road conditions and take all necessary precautions before every winter road trip.”

“As we witnessed last winter, when weather conditions changed quickly and the conditions of our winter roads deteriorated quickly, many local residents were stranded,” said Captain George Leonard, Manitoba Search and Rescue. “This campaign was developed in response to what we witnessed last year and is designed to get useful information into the hands of local residents before they head out onto the winter roads.”

“As the main radio station that reaches the residents in the remote and isolated communities on the east side of Lake Winnipeg, NCI is very pleased to partner on this important public safety initiative,” said Dave Mcleod, President of NCI. “Residents rely on the winter roads and ensuring that they have all of the information to safely use the roads is important.”

“While promoting winter road safety, this campaign is also intended to advise local residents and users of the winter roads that all-season road construction is underway,” said Ernie Gilroy, CEO of ESRA. “We are reminding all users to use caution when approaching construction workers and equipment on the winter roads.”

The Winter Road Public Safety Awareness Campaign provides important safety information regarding winter road travel as well as useful website information including links to winter road conditions and weather information. The campaign involves posters that will be distributed to local east side communities through Aboriginal organizations and Band Councils and public service announcements on NCI. The campaign is an initiative between the East Side Road Authority, Manitoba Search and Rescue and NCI Radio. The overall cost for the initiative is estimated at approximately \$3000.

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Contact:

Matt Williamson
Cabinet Communications
Government of Manitoba
(204) 945-1494

Captain George Leonard
Manitoba Search & Rescue
(204) 771-6132

Ronuk Modha
East Side Road Authority
(204) 945-4178