

PRESS RELEASE



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VANCOUVER EMERGENCY SERVICES PULL 'VICTIM' FROM CRASH FOR A CAUSE

Vancouver, BC – November 21st marks the *National Day of Remembrance for Road Crash Victims*, a day for Canadians to remember lives lost, families forever changed and to reflect upon and educate one another about what we can do to increase safety behind the wheel. To date, 15 lives have been lost in traffic-related fatalities in Vancouver, already exceeding last year's total of 13. Since high rates of speed, alcohol/drug use, distracted driving and failure wear to seat belts are common factors in most deadly crashes – road safety awareness is key to minimizing this unfortunate loss of life.

The Vancouver Fire & Rescue Services, Vancouver Police Department and the BC Ambulance Service have teamed up with BC-based Drop It And Drive for their 2nd annual 'Show You Care With Coats' road safety and charity event hosted at Point Grey Secondary on Wednesday, November 21st. With involvement and support from [Young Drivers of Canada](#) and [Klein Lyons](#), the event is set to highlight road safety issues facing British Columbians.

"Our school community strongly supports the efforts towards educating young drivers regarding the need for complete attention while they are driving, so that they are in full control of their vehicles," says Principal Irfan Sheikh.

A crashed car marks the focal point of the lunch-hour commemorative event, the first of its kind to take place in Vancouver. Point Grey students will witness first-hand the reality of a crash scene when the Vancouver Fire and Rescue Services arrive on scene to extract the 'victim.' The Vancouver Police Department and the BC Ambulance Service will attend the scene as if it were a real life crash scenario.

"Our annual event involves teens in raising awareness about road safety and the dangers of distracted driving while supporting worthy Vancouver charities and groups. The donated coats, representing lives lost on Canada's roads, will be delivered to downtown Eastside charities and groups by the Vancouver Fire and Rescue Services," says Karen.

Over 2,200 Canadians are killed, each year, on Canada's 900,000 kilometres of roads and highways. This translates to six avoidable deaths every single day. That's one death every four hours. Globally, 1.2 million people are killed in crashes, yearly, and the United Nations estimates this number could reach two million by 2020. Additionally, 170,600 people are injured every year on Canadian roads (many seriously) and the impact of the carnage is widespread.

Since its launch in October 2010, Drop It And Drive has reached more 6,000 students, faculty & corporations throughout British Columbia, Alberta and Ontario with their powerful reality-based workshops.

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Media are invited to attend this invitation only event. Please call 250.797.0833 or email karen@dropitanddrive.com for location and time details or to arrange interviews.

**Canadian Council of Motor Transport Administrators –National Day of Remembrance for Road Crash Victims,
Drop It And Drive & Klein Lyons** Backgrounders are available upon request.