



City of Peterborough

Media Release

FOR IMMEDIATE RELEASE

January 8, 2008
Peterborough, ON --

New Signs Increase Visibility of School Crossing Guards of Peterborough

When the Crossing Guards of Peterborough stepped back onto the road following the Christmas break, they were holding 'flashy' new stop signs. The new signs sport a bright flashing red light in addition to the word "STOP."

According to Peter Malin, Transportation Services Coordinator for the City of Peterborough, the new flashing stop signs were tested over the past year at various school crossings within the City. "From a safety perspective, we liked them immediately since the flashing light makes the Crossing Guards more noticeable to drivers as they enter the road to stop traffic," states Malin.

The introduction of the new signs will be supported by a media campaign this month to increase drivers' awareness of the importance of slowing down in school crossing zones and respecting the crossing guards when they enter traffic. The campaign slogan is "Don't Let Your Guard Down".

"The crossing guards are out there for the safety of the children," adds Malin. "It's important that drivers slow down, be cautious when they approach a school crossing zone and most important, stop when the crossing guard holds up the stop sign."

In a recent survey of the crossing guards, the number one safety concern is vehicle speed. Driver distraction, which would include cell phone usage, is also an issue. "The primary concern is the safety of the children and of the Guards. We hope the addition of the new flashing signs along with the media campaign this month will highlight the importance for drivers to reduce speed and stay focused in school crossing zones," states Malin.

This information is also available on our City of Peterborough website at www.peterborough.ca

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