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ROAD DEATHS AND INJURIES SHATTER LIVES - Special day to recognize the Importance of Road Safety

Ottawa, November 22, 2011 – Wednesday, November 23, 2011 marks the 4th annual National Day of Remembrance for Road Crash Victims in Canada. The commemorative day draws Canadians' attention to the thousands who have died or have been affected by road crashes and to the importance of driving safely on our streets, roads and highways.

Six people die on Canada's roads every day, on average. That amounts to one person every 4 hours, every day of the year. Traffic collisions are a major cause of death especially for those between the ages of 5 to 34.

"Everyone has a role to play in improving the safety on our roadways", says Ward Keith, Chair of the Canadian Council of Motor Transport Administrators (CCMTA). "Motor vehicle crashes are avoidable and each of us can take action to make our roads safer by rethinking road safety".

Canada has over 1.4 million kilometers of roads and more drivers on the road today than ever before, and yet, the number of collisions and fatalities is declining. There were 13.2 deaths per 100,000 drivers in 2001 and 9.5 deaths in 2009.

Road Safety is important and November 23 is your chance to remember victims of road crashes by visiting www.rememberroadcrashvictims.ca and creating a tribute to someone you've lost or whose life has been changed by a crash. You can share your tribute with family, friends and colleagues and express your support on Facebook in making Canada's roads safer.

The National Day of Remembrance is organized by the Canadian Global Road Safety Committee, whose membership is made up of injury prevention and road safety professionals, including the Canadian Council for Motor Transport Administrators (CCMTA).

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