



Manitoba Public Insurance

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Manitoba Public Insurance teams up with RCMP and Winnipeg Police Service for National Day of Remembrance

Stat: Last year in Manitoba 92 people were killed in automobile crashes.

Fact: Many of these fatalities could have been prevented.

Today marks the second annual National Day of Remembrance for road crash victims. Manitoba Public Insurance, in partnership with RCMP and Winnipeg Police, is hoping this sombre day will serve as a catalyst for all Manitobans to evaluate their driving behaviour.

“Last year in Manitoba, 92 mothers, fathers, big brothers, friends, aunts, uncles and little brothers and sisters were killed on our roadways,” said Ward Keith, Registrar of Motor Vehicles, Manitoba Public Insurance.

“Deciding to buckle up, not speed, and not drink and drive can make the difference between life and death on our roadways. The National Day of Remembrance is a reminder to all motorists that we must think about the consequences of our actions while behind the steering wheel.”

This afternoon at a Winnipeg middle school a safety demonstration was conducted by Manitoba Public Insurance, RCMP and Winnipeg Police Service. Students and staff observed an airbag demonstration, in addition to a simulated driving test to show how drinking and driving affects a person’s ability to drive a motor vehicle.

Manitoba Public Insurance and its road safety partners are committed to encouraging safe driving behaviour with the ultimate goal of reducing fatalities and serious injuries. The public auto insurer is an active member of the Canadian Council of Motor Transport Administrators (CCMTA), which is spearheading today’s second annual National Day of Remembrance for road crash victims.

“The majority of Manitobans help to make our roads and communities safer by buckling up, not drinking and driving and obeying all traffic laws,” said Inspector Mark LeMaistre, Officer in Charge of Manitoba RCMP Traffic Services. “There are other drivers who continue to ignore rules and cause collisions.”

The onus for safe driving rests with the operator of the vehicle, explained Staff Sgt. Mark Hodgson, Central Traffic Unit, Winnipeg Police Service (WPS).

“Every person on the road has a responsibility to ensure that they and their fellow citizens can travel around the city safely,” said Hodgson.

“The WPS remains committed to improving road safety by targeting drivers who speed and drive aggressively,” he said. “Increased impaired driving enforcement through additional dedicated Checkstop projects and specialized training in the area of drug-impaired driving has also enhanced WPS’s mandate to keep the roads safe for all.”

Over the last five years in Manitoba nearly 700 people have been killed on provincial roadways. About one third of these deaths involved alcohol, while another one third involved speeding.

It’s hoped that today’s National Day of Remembrance will remind all motorists just how much they can control their destiny, said Keith.

The CCMTA is a non-profit organization made up of representatives from the provincial, territorial and federal governments of Canada. This group makes decisions on administration and operational matters dealing with licensing, registration and control of motor vehicle transportation and highway safety.

The National Day of Remembrance came to fruition after the United Nations adopted a resolution in 2005, calling for governments to mark the third Sunday in November of each year as a day of remembrance for road traffic victims. The National Day of Remembrance for Road Traffic Victims is observed in many countries as part of the UN Road Safety Collaboration.