



December 7, 2017

City Moves Forward with Vision Zero

LLOYDMINSTER, AB/SK - The City of Lloydminster has received \$17,000 in grant funding from the Alberta Traffic Safety Fund (ATSF), affirming its commitment to Vision Zero.

As a Vision Zero advocate, Lloydminster will research and implement solutions designed by industry experts in traffic safety, road maintenance, as well as media and public relations to ensure that where drivers fail, roadway systems will not.

"This grant is a major step forward to ensure that our roads are among the safest in the world," said Mayor Gerald Aalbers. "Even one serious injury or fatality on our roadways is too many and I am proud to count our city among those taking proactive steps to aim for zero."

The Vision Zero project originated in Sweden in 1997, with the goal of zero serious injuries or fatalities on roadways. The World Health Organization (WHO) has recognized Vision Zero as a paradigm shift, in which collisions are predictable and preventable. Municipalities worldwide have since adopted its principles.

For more information on Vision Zero visit www.atstraffic.ca.

-30-

Media Contacts:

Michael Specht
Coordinator, Media & Digital Communication
P: 780-875-6184 Ext.2309
E: mspecht@lloydminster.ca

Leo Paré
Director, Communications
P: 780-875-6184 Ext.2711
E: lpare@lloydminster.ca