

For Immediate Release

January 16, 2015

‘Safey Snowplow’ will help keep children safe Safey Says Be Alert!

MOUNT PEARL: The City of Mount Pearl’s ‘Safey Snowplow’ program is currently being launched. This winter safety awareness program is designed to keep children safe around snow clearing equipment and during winter play.

“Children should be informed of the dangers of playing near roads. It becomes much harder for cars and trucks to steer or brake in the snow – making it much more difficult to avoid potential accidents. Snowplows clearing the road are often a big (and dangerous) draw for young children”, says Mayor Simms. “Parents should teach children that snow forts and tunnels, especially along the roadway and at the end of a driveway are dangerous. Children need to understand that if they can’t see a snowplow coming, the snowplow driver can’t see them.”

‘Safey Snowplow’ has a key message, **“Safey Says Be Alert!”**. ‘Safey Snowplow’ marketing and educational materials are currently being circulated through Mount Pearl primary and elementary schools. Thank you to school principals and teachers in helping relay the importance of winter and snowplow safety to children.

City snowplows also display ‘Safey’s’ key message, ensuring there is a constant reminder throughout the City on how important it is, not only for children, but individuals of all ages, to be careful around snowplows, especially when shoveling or snowblowing driveways.

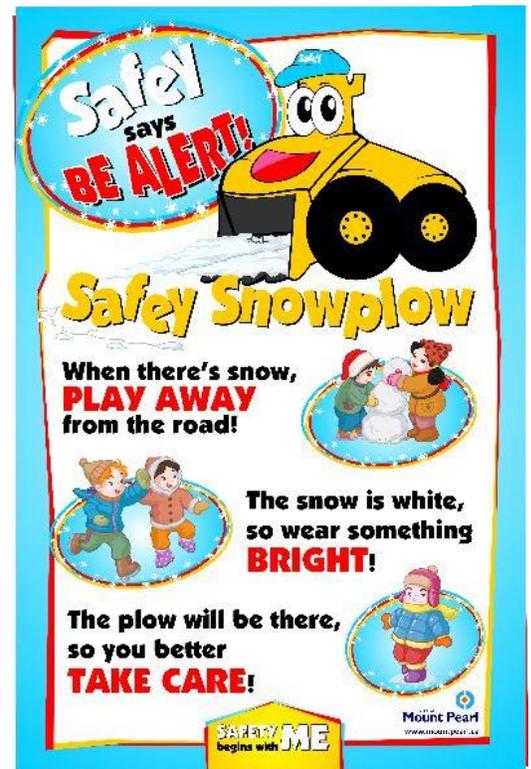
“We ask everyone to be respectful of snowplow operators, who work very hard to keep our streets and sidewalks clear of snow and safe for residents,” says Mayor Simms. “Please do your part in helping our employees protect you. Safety Begins With You!”

Further information can also be found by visiting the City’s website (www.mountpearl.ca).

- 30 -

For additional information, please contact:

Mayor Randy Simms, City of Mount Pearl
Tel: 709.748.1030 E-mail: rsimms@mountpearl.ca



(Background: As part of this awareness program, students in primary and elementary classes in Mount Pearl took part in a snowplow naming/design contest to create Mount Pearl's very own snowplow. Nathan Elliott of Newtown Elementary school was declared the contest winner with his entry 'Safey Snowplow'. This program is now in the second year. Photo: Mayor Randy Simms and Nathan Elliott – December 2013)

