



**ATTENTION EDITORS & NEWS DIRECTORS**  
**For Immediate Release – Thursday, Nov. 24, 2016**

#### **UPON REFLECTION**

#### **- 'Brighten Up' Campaign Encourages On- and Off-Road Users to Be Bright, Be Seen and Be Safe -**

(NORTHUMBERLAND COUNTY) – With the days getting shorter and darkness setting in earlier, a safety coalition is shedding light on a new campaign geared to helping on- and off-road users be seen.

*Safe Communities Northumberland County* is launching the #BrightenUp campaign to help increase the visibility of people using area roadways and trails. Geared to pedestrians, runners, cyclists, skateboarders, motorcyclists, scooter riders, ATV drivers, snowmobilers, and agricultural vehicle operators, the goal is to help people 'be bright', 'be seen' and 'be safe' to reduce their risk of injuries.

The #BrightenUp campaign will promote the rules of the road, the need to avoid distractions, and the importance of using proper helmets and equipment, wearing bright clothing and – especially at dusk and after dark – purposely choosing reflective gear such as belts, arm/leg bands, iron-on strips and clip-on LED flashers to enhance their visibility.

"Whether you are taking your dog for an evening walk, going out for a jog before the sun comes up, riding your bike or skateboard, or operating an off- or on-road vehicle, we encourage you to be visible to others by wearing reflective clothing and using proper safety gear," says Tim Blake, the Trent Hills Fire Chief and spokesperson for *Safe Communities Northumberland*.

Members of the media are invited to attend the following event for photo and interview opportunities:

- WHAT: #BrightenUp Campaign Launch**
- WHEN: Wednesday, November 30, 2016 from 2:30 pm - 4 pm**
- WHERE: Crosswalk in Downtown Colborne on County Road 2 at Maybee Lane**
- WHY: Join members of Safe Communities Northumberland County as they announce details of the #BrightenUp safety campaign and plans to educate area residents on the need to be bright, be seen and be safe.**

Safe Communities Northumberland (<http://northumberland.safecommunities.parachutecanada.org>) was formally launched in April 2015. With the support of Parachute Canada, the local Safe Communities initiative seeks to make Northumberland the safest and healthiest place to live, learn, work and play.

#### **Quick Facts**

- Most fatal pedestrian crashes occur between 5 pm and 9 pm.
- Pedestrian-related injuries tend to happen more in the autumn and winter months, when daylight decreases.
- Rural roads have certain characteristics that can be more hazardous to pedestrians and cyclists, such as fewer lights streets, lack of sidewalk and less traffic controls (traffic lights, stop signs, etc.).

#### **For media inquiries, contact:**

Tim Blake, Trent Hills Fire Chief, 705-653-6194.