



**ABBOTSFORD
POLICE DEPARTMENT**

STRENGTH IN COMMUNITY

PRESS RELEASE

Abbotsford Police Department
2838 Justice Way, Abbotsford BC V2T 3P5
www.abbypd.ca

AbbyPD Reintroduces Visual Campaign to Help Combat Impaired Driving

Abbotsford, BC – June 26th, 2026 – The Abbotsford Police Department remains committed to year-round impaired driving initiatives to help ensure all road users arrive safely at their destinations. Building on the success of the visual campaign launched last spring, the program will return to the community this July.

Residents will soon notice red roadside signs installed throughout Abbotsford at locations where impaired drivers have been stopped. Last year, 75 signs were placed over a two-month period. This year, approximately 100 signs will be deployed as a reminder for drivers to think before getting behind the wheel and to plan a safe ride home.

In 2025, AbbyPD officers removed 1,235 impaired drivers from Abbotsford roadways. So far in 2026, 506 impaired drivers have already been taken off city streets. This initiative is part of AbbyPD's three-pillar approach—Prevention, Education, and Enforcement and is being funded by the Abbotsford Police Foundation.

The goal of the campaign is not only to influence driver behaviour but also to remind all road users of the devastating consequences of impaired driving. The signs are also intended to encourage community members to report suspected impaired drivers to police.

Impaired driving puts our community at risk, causes lasting harm, and is never worth it. Enforcement efforts will continue, and AbbyPD officers remain committed to keeping Abbotsford's roads safe for everyone.

Sergeant Paul Walker
Media Relations Officer
Abbotsford Police Department