



Abbotsford Police Department

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Bob Rich
Chief Constable

"Protecting with Pride"

NEWS RELEASE

APD NEWS RELEASE:

APD FILE #

RELEASE #

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Incident: Mature Drivers Sign – Abbotsford Police focus on Traffic Safety

Abbotsford – January 5, 2011.

Over the last two years, 22 people have died as a result of collisions on Abbotsford roadways. The Abbotsford Police Department has examined these tragedies and determined that the average age of drivers involved in these fatal collisions was 40. Not a single teenager was either a driver or a casualty in any of these incidents. The APD have created a "mock" Mature Driver sign to highlight the fact that ALL drivers need to be attentive and to drive safely and responsibly. We hope our sign creates discussion and dialogue. Most importantly, however, we hope it causes people to focus on traffic safety regardless of their age and level of driver experience.

Attached is our Mature Driver's sign and summary of 2008-2009 fatal collisions.

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Our Mission:
To make Abbotsford the safest city in B.C.