



# Abbotsford Police Department

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**Bob Serr**  
Chief Constable

*"Protecting with Pride"*

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## NEWS RELEASE

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### APD NEWS RELEASE:

APD FILE #

RELEASE # 1

DATE OF RELEASE: October 10, 2018

### Incident: **Be Seen, Be Smart, Be Safe- Pedestrian Safety Campaign**

The Abbotsford Police Department, in partnership with the Abbotsford School District and ICBC, is launching its "Be Seen, Be Smart, Be Safe" campaign to promote pedestrian safety as children walk to and from school.

As the fall and winter seasons approach, daylight hours will begin to diminish. Over the next several weeks, officers from the Abbotsford Police Department will be visiting each elementary school to discuss the importance of pedestrian safety and to distribute reflective gear to students. APD police officers will provide Abbotsford elementary school children with 3M reflective material, and will demonstrate how to properly apply the material to school backpacks and/or other items your child may carry daily to school.



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

Operations Support Branch Inspector Casey Vinet states, "As the weather changes and daylight hours decrease, pedestrians become more vulnerable. This is particularly true with children. The Be Seen Be Safe Be Smart awareness campaign is focused on providing elementary school students with information to help keep them safe while walking."

"We are pleased to partner with the Abbotsford Police Department and ICBC to ensure our elementary students are educated about the importance of pedestrian safety and are provided with reflective gear to ensure they are more visible during the darker fall and winter months," noted Kevin Godden, Superintendent for the Abbotsford School District.

The tape-like" material being provided is self-adhesive, can be easily removed, and will not damage any surface it is adhered to.

For more tips on pedestrian safety, please visit the ICBC website at <https://www.icbc.com/road-safety/sharing/pedestrian-safety/Pages/Default.aspx>.

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