



Abbotsford Police Department

2838 Justice Way, Abbotsford, BC V2T 3P5 Phone (604)859-5225 Fax (604)859-2527

Chief Constable Mike Serr

"Strength in Community"

NEWS RELEASE

October 11, 2019

Operation Impact 2019: Your Actions have Impact!

Today marks the beginning of *Operation Impact 2019*, a national public awareness campaign aimed at making Canada's, and our local Abbotsford roads, the safest in the world. The Abbotsford Police Department believes that by promoting safe driving behaviours, we will help prevent collisions, save lives and reduce injuries on our roads.

AbbyPD will focus on behaviours that put drivers, passengers and pedestrians at risk: impaired driving due to alcohol, drugs and fatigue, aggressive driving and distracted driving. It's no coincidence that the timing of this campaign takes place during the Thanksgiving long weekend.

Motor vehicle collisions kill about 2,000 Canadians, seriously injure another 10,000 people and injure about 165,000 in Canada each year.

"The statistics are staggering, personal and painful. The solution is much easier; friends and family, don't let your loved ones drive impaired." states Constable Rob Dyck, "We can make a difference if we all get involved."

Abbotsford Police cares about your safety and is committed to making Abbotsford roads the safest roads in BC and Canada. Help us make this a reality.

(Download APD's Operation Impact 2019 video: Your Actions have Impact.)

Operation Impact 2019 is organized by the Canadian Association of Chiefs of Police (CACP) under the leadership of the CACP Traffic Safety Committee.

Release #1

Cst Rob Dyck	Phone (604) 864-4899
Abbotsford Police Media Relations Officer	askmedia@abbypd.ca
2838 Justice Way, Abbotsford, BC V2T 3P5	Fax: (604) 859-2527

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