

Pelham Active Transportation Committee launches road safety and education campaign

FOR IMMEDIATE RELEASE

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Pelham, ON – The Pelham Active Transportation Committee (PATC) wants everyone to keep safety in mind as they walk, cycle, or drive in and around the Town of Pelham. To help achieve this goal, the PATC will launch a print and digital road safety and education campaign.

As more Pelham residents walk and cycle as a preferred mode of transportation, the PATC has developed the “Active in Pelham” awareness campaign, a series of informational and educational print ads and social media messages, appearing in April and May.

“We need to remember to share the roads, sidewalks and pathways in Pelham,” said Bea Clark, chair of the PATC. “This campaign is designed to remind us of the simple steps we can take to keep safe, including adhering to the rules of the road.”

With the COVID-19 pandemic, and the return of warmer weather, Pelham’s residents have been taking advantage of the sidewalks, pathways, trails and roads to walk, bike, roll and hike to reach destinations like schools and parks, assisting in maintaining physical and mental health.

Safety for all road users is vitally important, and the PATC invites all residents to share the road safety messages with family, friends and neighbours. Print messages will appear in the *Voice of Pelham* and be posted to the Town’s [Facebook](#), [Twitter](#), and [Instagram](#) feeds.

The Pelham Road Safety and Education campaign is funded by the provincial Ministry of Transportation’s Road Safety Community Partnership Program and supported by the Town of Pelham. For more information about road safety, visit the Ministry’s website at:

<https://www.ontario.ca/page/ministry-transportation>

Learn more about the PATC by visiting: <http://www.pelham.ca/patc>

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