



Halifax Harbour Bridges Launches Safe Driving Campaign “Listen to Bridget”

May 11, 2012

Dartmouth: On May 14, Halifax Harbour Bridges (HHB) will launch a public awareness campaign to educate drivers about their role in reducing the number of traffic collisions on the two harbour bridges.

“When a collision, even a minor one, takes place on one of the bridges, the impact is not minor,” explains Dennis Kelly, HHB operations manager. “The vast majority of collisions are completely preventable and we want to point out that driver behavior, while not unique to the bridges, has a major impact on congestion.”

The public awareness campaign is part of HHB’s overall traffic management program that also includes traffic control and traffic enforcement.

The campaign will focus on the three reasons most collisions on the harbor bridges occur: speeding, tailgating and inattentive driving. “The approach we are taking is out of the ordinary for an organization like HHB,” explains Alison MacDonald, HHB communications manager. “We wanted to channel the messages through a person, rather than an organization, to create a human focus for driving the bridges safely.”

With more than 33 million crossings each year HHB’s mission is to provide safe, efficient and reliable cross harbour transportation infrastructure at an appropriate cost.

-30-

For more information contact:
Matt Weyman, Public Relations Assistant
406-3391 (w)
mweyman@hdbc.ns.ca
www.hdbc.ca