



MEDIA RELEASE

BCAA Traffic Safety Foundation Partners on Safety Initiative

Burnaby, BC, June 8, 2009 – The BCAA Traffic Safety Foundation is proud to partner with The Community Against Preventable Injuries.

The Community Against Preventable Injuries (The Community) is a new organization that has been established to raise awareness, transform societal attitudes, and ultimately change behaviours towards preventable injuries.

The Community brings together concerned individuals and organizations like the BCAA Traffic Safety Foundation to actively take steps to prevent injuries that happen in and out of the workplace. Partners share information, raise awareness of the daily unnecessary risks we all take, and help create a culture where we all look out for each other.

“I am pleased that our organization has the opportunity to work closely with The Community,” says BCAA Traffic Safety Foundation’s executive director Allan Lamb. “We share a similar philosophy of working with families, communities, businesses and other partners to educate and promote safety and reduce the number deaths and injuries – in our case due to traffic crashes - in B.C.”

On a daily basis, more than 1,100 British Columbians are injured seriously enough to require medical attention. Of these, approximately four die, 90 are hospitalized and some 27 are left partially or totally disabled. The fact is, almost all of these injuries and deaths could have been prevented.

Every year, about 400,000 British Columbians suffer injuries that could have been prevented. In fact, preventable injuries are the number one killer of British Columbians aged 1 to 44. In addition to the human cost, these injuries cost British Columbians over \$4 billion a year.

It is the goal of The Community and its partners to significantly reduce the number and severity of preventable injuries in BC. Please join us in the cause. Visit preventable.ca

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About BCAA Traffic Safety Foundation

The BCAA Traffic Safety Foundation is a non-profit registered charity working with families, communities and business partners to reduce the number and severity of traffic crashes and injuries in B.C. For more information visit www.BCAATSF.ca or call 604-298-5107.

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www.BCAATSF.ca

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