

# “Clear the Way” Partners



## Media Release

Monday, December 1, 2008

### **RESIDENTS URGED TO CONTINUE TO CLEAR THE WAY**

The City of Thunder Bay, along with The Chronicle Journal, Canada Post, Thunder Bay Hydro, Dougall Media, Union Gas, Olameter and TBAYtel, are asking residents to **Clear the Way**, again, to make winter safer for local service personnel. Officials from the partner organizations launched their awareness campaign today to highlight the unique challenges faced by local service personnel who attend residential homes.

Last year, the campaign received over 4,000 pledges to keep walkways and paths clear. Building on last year's campaign, they hope to spread the word further throughout the community. This year, the campaign will launch earlier with the addition of Olameter, a new partner, and sponsorships from Rosslyn Service and Lakehead Printing.

On any given workday, letter and newspaper carriers, meter readers or utility staff need to access areas of your home that snow has covered. While most people clear snow from their driveway to their main door during the winter, they often neglect to consider creating paths to meters or mailboxes after a snowfall. Each year, many service personnel are injured on the job due to slip and fall accidents due to unclear or icy areas.

In Thunder Bay, partner agencies for the **Clear the Way** campaign agree that slips, trips and falls account for a high percentage of all injuries reported, generally around 30%. Canada Post reports a whopping 60% of all injuries to carriers are slips, trips and falls. More than 70% of all accidents occur on or near their customers' property. On a provincial basis, between 10-12% of each year's WSIB claims are due to falls occurring on the same level<sup>1</sup>. Structures that include walkways account for almost 20% of the source of injury for compensation claims and injuries on the job result in an average of two weeks off work.

If a mail or newspaper carrier judges a walkway or set of stairs to be dangerous, they are not obligated to deliver to that particular address until the walking surfaces are improved. This can cause unnecessary delivery delays. Meter readers will often estimate readings for meters that are inaccessible. Over the winter season, this can result in unpleasant billing surprises. So **Clearing the Way** is a practice that is valuable for everyone!

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<sup>1</sup> Slips and trips, as opposed to falls from one level to another. Statistical Supplement to WSIB Annual Report 2006

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## Background How the Contest Works

Through this campaign Thunder Bay Residents have an opportunity to make winter safer by making a commitment to keeping their walkways, stairs, mailboxes and utility meters clear of snow and ice to create a safe passage.

- Every household will receive a ballot with contest details via Canada Post to make the pledge to **Clear the Way**.
  - Ballots will also be available in the Chronicle Journal.
- Multiple entries can be made by mailing the ballot to

Clearing the Way  
c/o Canada Post  
P.O. Box 1111  
Thunder Bay, ON P7A 0A8

or by dropping them in the ballot box located at either the temporary city hall in Victoriaville or Thunder Bay Hydro in the Whalen Building.

- Every week for five weeks starting December 14 a draw will be made for one of ten ergonomic snow shovels. Ballots received up to each draw date are all included.
- Local letter carriers will confirm the resident’s commitment to clear the snow before winners are notified. Failure to have maintained clear walks will result in disqualification of the winning ballot and redraw to award the prize.
- Winners will be notified via telephone.
- Prizes can be picked up at Canada Post, 1005 Alloy Drive, Thunder Bay.
- Contest closes January 16, 2009.
- All ballots will be returned to the ballot box for the final grand prize draw of an 8 hp 26” Cub Cadet Snowblower to take place the week of January 19, 2009.
- All prizes must be accepted as awarded. No substitutions available.

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