



## **MEDIA RELEASE**

May 4, 2009  
For Immediate Release

### **Thunder Bay Hydro Urges Drivers to Slow Down in Work Zones**

The message is "Hit the Brakes...NOT US!" It is a plea from Thunder Bay Hydro workers for Thunder Bay drivers to slow down in temporary work zones. It comes in response to an alarming number of near misses that occur when workers are set up in the street to maintain or repair hydro lines in the city.

"We mark the area we are working in with orange traffic cones and the required signage; it is pretty hard to miss our trucks when they are set up. Yet, we seem to average one near miss for every setup," says Don Zimak, Supervisor of Services and Connections at Thunder Bay Hydro. "This area becomes our work place. Drivers need to slow down for both their own and our safety."

At a news conference today, Zimak provided some stories of how drivers have endangered workers lives.

In order to catch drivers' attention, unique decals were developed for the back of toppers on our Hydro trucks. The reflective signs measure almost four feet across and state "Hit the Brakes...Not Us! Slow down in temporary work zones". These trucks are often used to create a buffer zone for work crews in the work zone.

As the trucks move around within the city, Zimak hopes that drivers will pay heed to all work zone setups and slow down. "Reducing your speed to half for three work zones on a drive from Current River to Westfort might cost you twenty seconds on your arrival time. Not reducing your speed could cost a whole lot more."

The campaign is being launched during North American Occupational Safety and Health week just in time for construction season within the city. It is supported by transit shelters echoing the same message.

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For More Information -  
Eileen Dias  
Communications and Events Coordinator  
Thunder Bay Hydro  
(807) 343-1141