



THE MANITOBA CHAMBERS OF COMMERCE  
ENTREPRENEURIAL SPIRIT - COMMUNITY VALUES



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For Immediate Release

## **BETTER ROADS WILL ATTRACT MORE PEOPLE TO MANITOBA**

*State of MB's infrastructure affects tourism*

WINNIPEG, MB – Shocks, struts and bumpers aren't the only thing that feels the pain of Manitoba's crumbling infrastructure; our tourism sector does too.

"It is important for us to not only focus on how our roads affect our cars," says Mike Mager, President and CEO of CAA Manitoba. "The Worst Roads campaign is about how roads affect every sector and every Manitoban, every day."

Chuck Davidson, President and CEO of the Manitoba Chambers of Commerce says core infrastructure plays a huge role in Manitoba's tourism. "Ideally, we want our infrastructure to enhance the experience, not hinder it."

Davidson notes that although focus is placed on building and nurturing great attractions in Manitoba, we can't forget how people have to get to and from these places – our roads.

"Having good roads enhances the accessibility and appeal of these great things," Davidson says. "Not only for tourists, but for locals too."

After one week since the launch of CAA's Worst Roads campaign, over 2,400 Manitobans have logged on to vote for over 275 roads in the province, citing complaints such as traffic congestion, crumbling infrastructure and pedestrian safety.

Manitobans are encouraged to go to [caamanitoba.com/worstroads](http://caamanitoba.com/worstroads) and log their vote for the worst road in the province until April 23. After the campaign closes, CAA Manitoba provides the data to all levels of government, hoping to put the top 10 roads on the fore of government agendas.

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