

# News Release

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## CAA CALLING ON ALL MANITOBANS TO HELP IDENTIFY WORST ROADS

Winnipeg, MB – To spotlight Manitoba’s roads in most need to attention, CAA Manitoba is launching its first-ever *Worst Roads* campaign.

CAA announced the campaign on the corner of Ellice and Empress, an intersection President and CEO of the century-old auto club Mike Mager calls his personal “worst” by far.

“Whether it’s damaging potholes, extreme traffic congestion, or generally unsafe roads, we’ve all been there. Probably more times than we can count,” said Mager. “The Worst Roads campaign is not about complaining about these problems. It’s about pinpointing them and making sure there is a timely plan to fix them.”

Beginning today through April 23, 2012, Manitobans can vote for their own Worst Road at [caamanitoba.com/worstroads](http://caamanitoba.com/worstroads). A simple Google tool enables voters to pinpoint the stretch of road they feel is the worst, and then indicate why they feel that way. People can vote for as many roads as they wish, and will be entered in prize draws for each time they vote.

“Most votes will come from people spotting huge potholes,” Mager said. “We’re also looking for people to point out congestion problems, traffic lights in need of synchronization and broken or missing road signs. Anything that disrupts your commute to and from work whether it be by car, bus, bike or foot, we want to hear from you.”

Mager said despite impressive infrastructure investments from all three levels of government in the recent years, the state of our roads and highways is still deteriorating. A CAA recent survey found that only six percent of Manitobans felt our roads and highways are getting better.

“It’s the government’s job to listen to what the people have to say, especially about the state of our roads since we all use them every day,” Mager said. “In four weeks when voting closes, we’ll provide the top ten Worst Roads results to all levels of government in hopes they focus their improvement plans where it’s needed most.”

CAA Manitoba isn’t alone in the search for the Worst Roads. In total, seven CAA clubs across Canada, are concurrently launching the campaign today.

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