

News Release

Liz Peters Ph: (204) 262.6039(o) Ph: (204) 797.4326(c) Email: lizp@caamanitoba.com



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For Immediate Release

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 second annual *Worst Roads* campaign.

CAA will launch the campaign at the intersection of St. James Street and St. Matthews Avenue – a roadway where President and CEO Mike Mager says could be the worst condition in the city.

“Last year St. James Street was voted Worst Road in Manitoba,” said Mager, noting since the last campaign, the City of Winnipeg has announced plans to redevelop the road. “But it’s not just crumbling curbs and ankle-deep potholes that we want people to vote on. We also want to hear what people think about the roads with extreme traffic congestion, missing signage or generally unsafe conditions. Anything that disrupts your commute to and from work whether it be by car, bus, bike or foot, we want to hear from you.”

Beginning today through April 24, 2012, Manitobans can vote for their own Worst Road at caamanitoba.com/worstroads or on [Facebook](#). 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 once per road, but for as many roads as they wish, and will be entered in prize draws for each vote.

Mager said the Worst Roads campaign isn’t about complaining; it’s about pinpointing the problems and making sure there is a timely plan to fix them.

“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 launching a Worst Roads campaign this Spring.

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