

March 24, 2015
For Immediate Release

CAA LAUNCHES FOURTH ANNUAL MANITOBA'S WORST ROADS CAMPAIGN

Potholes aren't the only problem plaguing streets

WINNIPEG, MB – For the fourth year, CAA Manitoba is urging Manitobans to pinpoint roads plagued with infrastructure issues like traffic congestion, pedestrian safety and potholes in its annual Worst Roads campaign.

CAA launched the month-long event on a road familiar to the campaign. Pembina Highway in Winnipeg has ranked in the top 10 worst roads in the province for the past two years.

“Pembina Highway epitomizes what a Worst Road in Manitoba looks and feels like,” says Mike Mager, President and CEO of CAA Manitoba. “Not only is it riddled with issues from congestion, poor lane markings and poor cycling safety, but it’s also a road that no matter what work is done, problems always seem to come back.”

Over 15,000 votes have been cast in previous campaigns and CAA Manitoba has been working closely with municipalities and the province to ensure roads nominated each year are on government’s priority lists.

“This campaign isn’t about complaining,” says Mager. “It’s about making a difference, and governments are listening. Changes are happening.”

Starting today until April 22, 2015, Manitobans can nominate their Worst Road at caamanitoba.com/WorstRoads, the [CAA Manitoba Facebook page](#) or the CAA app. Voters are able to pinpoint specific locations or stretches of the road they feel is the worst and identify the infrastructure issue. Voters can choose from traffic congestion, potholes/crumbling infrastructure, pedestrian/cycling safety, traffic light synchronization or poor lane markings.

The website also features a section on infrastructure projects in Manitoba scheduled for the next few years.

CAA Manitoba is also encouraging frustrated drivers, pedestrians and cyclists to send pictures of their infrastructure woes to the website or [CAA Manitoba’s Facebook page](#), while reminding motorists to not use their phones while driving.

Manitobans over the age of 14 can vote once per road, but for as many roads as they wish. Weekly prizes will be awarded to voters, as well as a car care grand prize valued at \$500.

- 30 -

Tweeting about Worst Roads? Don't forget to tag @CAAManitoba and include the hashtag #mbroads

For more information please contact:
Angèle Young, Public and Government Affairs Specialist
P 204 262.6134 • C 204 797.4326
F 204 775.9989 • E angeley@caamanitoba.com

