



For immediate release

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Worst Roads – It's in your hands Campaign begins in one week

Toronto, ON – The seventh annual Worst Roads campaign kicks off in one week.

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The Worst Roads campaign theme in 2009 is 'It's In Your Hands' and is aimed at pressuring municipalities to use the money that has been set aside by the federal government (\$1.9 billion) and the provincial government (\$ 400 million) for major road infrastructure projects.

"Other levels of government have listened to our members' and the public's votes, it's now time for mayors, reeves and regional chairs to do their part and access the money that has been earmarked for infrastructure improvements," said Faye Lyons, External Affairs Specialist for CAA South Central Ontario.

Over 90 per cent of the roads that have made the Top 20 list of Worst Roads have been or are in the process of being fixed.

This year's campaign has been extended to include not only roads but highways and bridges.

Ontarians will be asked to vote for the worst road or bridge in their community by logging onto www.caasco.com/worstroads starting August 12 through and until September 30, 2009. Ballots can also be cast at CAA Stores, CAA Car Care Centres and in select CAA-approved garages. You can also find us on Facebook this year.

The campaign, sponsored by CAA and the Ontario Road Builders' Association, will take its message across Ontario during the seven-week campaign visiting 30 communities across the province.

More information will come within the next few days including the site of the launch event to be held August 12, 2009 at 10 am.

CAA South Central Ontario, CAA Niagara and CAA North and East are not-for-profit auto clubs offering insurance, travel and roadside services. There are more than 1.8 million CAA members in Ontario and 5 million members in Canada.