



For immediate release

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Worst Roads – It's in your hands Campaign begins today

Toronto, ON – The seventh annual Worst Roads campaign kicked off today with a plea to Ontarians to tell their municipal politicians to fix their aging roads, bridges and highways.

"If you've ever found yourself in the position where you're upset about a road, whether you're a motorist, a cyclist or a pedestrian this is your chance to voice your concern," said Faye Lyons, External Affairs Specialist for CAA South Central Ontario.

Ontarians are asked to vote for the worst road or bridge in their community by logging onto www.caasco.com/worstroads starting August 12 through until September 30, 2009. Ballots can also be cast at CAA travel stores, CAA Car Care Centres and in select CAA approved garages.

You can also find us on Facebook to discover more about CAA Worst Roads.

The campaign launch was held on Steeles Avenue, last year's Worst Roads winner. The road has appeared on the Top 20 list for six years and has yet to be fixed.

This year a campaign theme of 'It's in Your Hands' was announced. "The theme was chosen to show Ontarians their voice has made and will continue to make a difference on improving the state of our roads," said Lyons.

To date, over 90 per cent of the roads that have made the Top 20 list have been or are in the process of being fixed. The campaign has also helped generate \$ 400 million for infrastructure from the province and \$ 1.9 billion from the federal government.

"Other levels of government have listened to your 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 Lyons.

A Worst Roads grocery list was also introduced at the launch event. On average the cost of time delays, vehicle operating costs, accidents, vehicle emissions, CAA membership, vehicle repairs, commuting delays, work compensation, and health care costs associated with excess congestion and hitting a pothole amounted to over \$3000 per person each year (based on statistics for a person living in Toronto).

In addition to pressuring municipalities to access infrastructure dollars, this year's Worst Roads campaign was extended to also include highways and bridges.

"Potholes, sinkholes, fissures and cracks in the pavement, congestion, and pieces of concrete falling from our overpasses, poorly designed streets, bridges too narrow for vehicles and pedestrians to share safely, are all examples of bad roads," said Rob Bradford, Executive Director of the Ontario Road Builders' Association.

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.

* the \$3000 figure is based on statistics obtained by Metrolinx report(2008), CAA, ORSAR(2006), MTO – for more detail see background information

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.

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