



Life in a Rut Causes Problems for Motorists

SWF Launches Second Phase of Annual Public Safety Campaign

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For Immediate Release

Saskatchewan's deer are on the move. Specifically called the Rut, both White-tail and Mule deer are entering their breeding season that peaks about the end of November. This means that more and more deer will be crossing the highways. More collisions with deer take place in October, November and December than any other time of the year.

Because of the large number of vehicular collisions with animals, primarily deer, (over 9000 per year on average), the **Saskatchewan Wildlife Federation (SWF)** is again appealing to motorists to be more alert while driving through areas that deer inhabit.

The Saskatchewan Wildlife Federation, with continued financial support from **SGI**, and partnering with **STC**, is once again increasing its efforts to make people more aware of the problem. An **Educational Awareness Campaign**, similar to previous years, was launched by the Federation in June of this year. The second phase is being launched to coincide with the Rut.

"New to the campaign this year, is the addition of our rolling billboards, courtesy of The Saskatchewan Transportation Company". said **Darrell Crabbe**, Executive Director of the SWF. "An attractive trailer wrap and a bus board now takes our safety message on the highways to help reach the public."

"STC is pleased to be part of this campaign, reminding motorists to be cautious of wildlife throughout the year," said Minister Responsible for STC **Jim Reiter**. "STC buses travel 3.1 million miles annually, serving more than 280 communities. This 'billboard on wheels' will enjoy a wide audience and ensure thousands of people are aware of this important message."

"Reducing the number of collisions with wildlife is part of SGI's comprehensive traffic safety strategy," said Minister Responsible for SGI **June Draude**. "SGI data shows these collisions cost an average of over \$35 million in damage claims each year, but more importantly they can result in injuries or fatalities. The use of mobile advertising on STC buses is a great addition to the ongoing campaign to help educate the public about this problem."

SGI has partnered with the SWF since its inception, helping to make this program one of the most widely recognized initiatives in the province.

The 2009 **SLOW DOWN AND SAVE A BUCK** awareness campaign is the 13th annual public safety message being launched by the Federation with help from SGI and STC. The campaign consists of highway billboards, STC bus boards and trailer wrap, radio and television PSA's, and informational dinner placemats distributed to select restaurants and to Federation special events across the province.

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