

FOR IMMEDIATE RELEASE
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CALEDON ENCOURAGES SAFE, COURTEOUS MOTORCYCLING



It's riding season again. The "Safe and Courteous Motorcycling in Caledon Program" was launched to raise awareness and advocate safety and quiet biking in Caledon. Mayor Marolyn Morrison, Caledon Councillors, Caledon O.P.P. Inspector Rose DiMarco and staff, along with RoadWatch members Jackie Flynn and Jane Clarke, joined campaign participants Bob Paterson (left), David Jobe (centre) and Stephen Owen (centre, back).

CALEDON, Ontario — From a coffee-bar discussion about the upcoming "motorcycle season" in Belfountain, to the creation of an initiative advocating safe, quiet biking, the "Safe and Courteous Motorcycling in Caledon Program" will raise awareness about the importance of safe, courteous riding.

This is a joint venture of the Town of Caledon, the Caledon O.P.P. and RoadWatch. It highlights the elements of responsible riding: good training, good equipment, good attitude and good mufflers.

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“Safe and respectful riding is important and I applaud the Belfountain Community Organization for spearheading this program,” said Mayor Marolyn Morrison. “Belfountain, like all of Caledon’s communities, has some of Ontario’s most beautiful scenery; welcome and have a safe and enjoyable visit.”

The Program is based on education and awareness, and a communications campaign. A brochure, key to getting the word out to members of the riding community, includes tips for safe and quiet riding, money-saving offers from motorcycle-related businesses, and information about the RoadWatch program as well as a citizen-reporting form.

Caledon O.P.P. officers and auxiliary will engage and inform motorcyclists about safe and courteous riding practices, using the brochure. The brochure will be available at community locations such as local shops, libraries, community centres, O.P.P. detachments and on-line at www.caledon.ca, www.roadwatch.ca and www.belfountain.ca.

“Caledon’s scenery and famous winding roads have made this community a motorcycle destination for decades,” noted Caledon O.P.P. detachment Inspector Rose DiMarco. “We extend a warm welcome to riders, but advocate quiet, respectful, safe riding.”

About RoadWatch

Launched in 1995, RoadWatch is a Caledon-based program of awareness, education and enforcement of road safety. Citizens are able to report aggressive, dangerous driving to the O.P.P. via a Citizen Reporting Form – available on-line at www.roadwatch.ca.

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Media Contact:

Laura Johnston | Manager
Corporate Communications
905.584.2272 x.4106 | laura.johnston@caledon.ca