

## **FOR IMMEDIATE RELEASE**

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### **Toronto's safety experts launch new pedestrian safety program**

**Toronto, Canada** – Sunnybrook Health Sciences Centre in partnership with the Toronto Area Safety Coalition (TASC) are officially launching a new pedestrian safety program called **iNavigait** today, just in time for Halloween and the end of Daylight Savings Time. The new program works to ensure the safety of young and old alike on Toronto's streets.

So far this year in Toronto, there have been 1,387 pedestrians involved in motor vehicle collisions and 23 deaths. With the time change this weekend, safety experts warn of the increase in pedestrian collisions that often occur this time of year as a result of less light in the early evening.

"iNavigait is about teaching people how they can stay safe on our roads year-round. And with Halloween this Saturday, it is a great time to make sure pedestrian safety is top of mind when the kids go trick-or-treating," says Joanne Banfield, Manager of the RBC First Office for Injury Prevention at Sunnybrook Health Sciences Centre and the President of TASC.

Recognizing that pedestrian injuries and deaths occur across the age spectrum, iNavigait is targeted at all age groups and abilities. The program features the interactive website [www.inavigait.com](http://www.inavigait.com), a program mascot called "Criss Cross" and promotional reflective stickers and zipper pulls.

For more information on the program and where it will be offered, please visit [www.inavigait.com](http://www.inavigait.com)

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