



# Save the date for Traffic Safety Day 2017!

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## What is Traffic Safety Day?

Traffic Safety Day events are held annually to increase awareness about how to ensure children return home safely each day. For drivers, they also provides a reminder to use extra caution as children return to school and school buses return to the road. Traffic Safety Day is held in September, which is Back to School Safety month on the [Alberta Traffic Safety Calendar](#).

Traffic Safety Day can be large or small, with lots or just a few partners, a weekday school event or a weekend community event - your Traffic Safety Day can be as unique as your community!

## What's different this year?

To celebrate all the communities who want to participate in Traffic Safety Day and take collective action on improving back to school safety, Alberta Transportation has expanded the day into a full week! Schools and communities are encouraged to hold a Traffic Safety Day during the week of **September 11 - 17, 2017**.

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## I want to take action but I need help!

You'll find a tips and tricks sheet attached with this bulletin that's filled with what we've learned about how to put on a great Traffic Safety Day. You can also contact Alberta Transportation's Community Mobilization Program to learn how to organize a Traffic Safety Day event and identify partners to participate:

[communitymobilization@saferoads.com](mailto:communitymobilization@saferoads.com)

## How can I participate?

1. Let us know you'll be holding a Traffic Safety Day event by email to [communitymobilization@saferoads.com](mailto:communitymobilization@saferoads.com).
  - a. Include the date, time, and location of your event.
  - b. Also include a contact name and mailing address, because...
2. The Office of Traffic Safety is pleased to be able to provide a **free** pedestrian safety drawstring backpack to **every** child in participating events! You can also order other free resources at <https://saferoads.com/tools> (maximum of 300 for most items).
3. Alberta Transportation will include your event in province-wide media and awareness releases about Traffic Safety Day 2017, allowing you to further celebrate your event!

## I want to take part, but that week doesn't work!

Don't worry! While Alberta Transportation is formally celebrating a week of Traffic Safety Day events during September 11 - 17, we recognize that communities may prefer to hold a Traffic Safety Day at a different time.

We encourage all communities to hold a Traffic Safety Day, even if it falls outside the provincial week. We'll still do our best to celebrate your event and include you in our provincial messaging! Contact the Community Mobilization Program for more information:

[communitymobilization@saferoads.com](mailto:communitymobilization@saferoads.com)

Ultimately, the goal of Traffic Safety Day is to enhance awareness and education about back to school traffic safety across Alberta. We look forward to working with you during Traffic Safety Day 2017!