



# Communiqué

## Brightenup - Reflect on your choices

December 2, 2016

Camborne, ON – Brightenup - Reflect on your choices

Safe Communities Northumberland County has issued a campaign to encourage Northumberland County residents to Brighten Up!

The good news is that Hamilton Township residents are walking, cycling and running in order to exercise along the shoulders of Township and County roadways. However, exercising at dusk or in the dark before or after work is a period when it is hard to be seen. Canadian and US Traffic Safety Reports indicate that between 60-70% of pedestrian deaths happen after dark.

Do not let this hinder you from exercising, but please take steps to be seen. If a safety vest is not your style, or it impedes movement, you can purchase custom reflective active wear. There are also many other inexpensive ways to “get reflective” to keep you visible. Here are a few examples:

- Reflective belts
- Arm/leg bands or shoe cuffs
- Clip on LED flashers
- Iron on transfers or Velcro strap reflectors
- Reflective gloves, scarves and hats

The potential for danger is not limited to pedestrians. Should you be travelling in an agricultural vehicle, your visibility is vital at all times - day or night. There are many ways to keep your unit more visible such as ensuring proper lighting for night driving, keeping your SMV (slow moving vehicle) reflector emblem clean and not obstructing your lights and mirrors.

Please view the following posters that the “Safe Communities Northumberland County” have provided - “Reflect on your choices”

- <http://northumberland.safecommunities.parachutecanada.org/news-and-events/brighten-up/>

*Be safe, be seen, brightenup!*

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