



*Deep Roots
Greater Heights*

District of Maple Ridge News Release

FOR IMMEDIATE RELEASE

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For further information, contact:
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My Grandma/Grandpa Lives Here Contest

Maple Ridge , BC: Inspired by the traffic safety campaign around construction sites, the District of Maple Ridge would like to get citizen's help in spreading the word to slow down in our urban areas. With that goal in mind, we are seeking two grandparents and their grandchildren, to be the community 'poster children' for a summer pedestrian safety awareness program on 224 Street.

Here's how it works. Send a photo of a Maple Ridge grandmother or grandfather with no more than two of their grandchildren to Fred Armstrong at farmstrong@mapleridge.ca. In the text of the email please identify the first names of the children and grandparent

Entry photos should be sent by June 13, 2013 at 7:00 pm. The Facebook galleries will be sorted and then put on the District Facebook page www.facebook.com/yourmapleridge on Monday, June 27, 2013. Over a two week period our Facebook followers will vote for the grandma and grandpa by 'liking' the photos. The grandma and grandpa photos with the most 'likes' will be our campaign faces for July through October, 2013.

The winners will be contacted, and a professional portrait sitting will be done with local photographer Oliver Rathonyi-Reusz of InView Images. Those professional photos will be used to create a sign for each grandparent and grandchildren with the message;

'SLOW DOWN. MY GRANDMA LIVES HERE' and 'SLOW DOWN. MY GRANDPA LIVES HERE'

"In the last two years we have invested heavily in improving the safety in the town centre. New crosswalk markings, stop signs, improved plantings, pedestrian bulb-outs, pedestrian activated lights and improvements to the sidewalks," noted Mayor Daykin. He continued, "This campaign is about public education to ensure both drivers and pedestrians understand their roles in road safety. As part of this program we will work with our partners at the RCMP and ICBC to make sure that we get that message out there. All of us on Council have admired the 'My Mom or Dad works here' campaign around the construction sites in the lower mainland. We all look forward to seeing the faces of local citizens as the champions of this program."

In addition to the production of the street sign, the photos will be used in a social media and newspaper advertising campaign that will run from July through to October, 2013. The winning grandparents, grandchildren and their families will be invited to a private reception with Mayor and Council and introduced as part of a Council meeting at the beginning of the campaign. They will be presented with a framed copy of their portrait and copies of the ad materials as souvenirs.

For more information about this program please contact Fred Armstrong at 604-467-7452 or by email at farmstrong@mapleridge.ca