



MEDIA RELEASE

Safety Lessons Learned at The Saskatoon Family Expo

Saskatoon, Monday, Feb. 23, 2009: A carnival smell of popcorn and cotton candy was in the air as the Saskatoon Family Expo kicked off this weekend. While more than 5,500 people walked through the doors at Prairieland Park in Saskatoon, 500 kids walked through Safe Saskatchewan's Rebecca Trail. The interactive safety scavenger hunt game included jumping out an emergency phone number, finding the biker making a right-hand turn signal, and locating the skateboarder who was wearing the correct safety equipment.

"This was our first year getting involved with the Saskatoon Family Expo," explained Gord Moker, CEO of Safe Saskatchewan. "I'd say it was a huge success based on the number of kids and families we reached alone." While kids searched for the correct safety answer, mom and dad learned more about Safe Saskatchewan's vision and how they can help teach their children the safe way from the beginning.

Safe Saskatchewan is a Community Supporter of The Saskatoon Family Expo, whose tagline "*from kids to seniors ... it's a family day!*" attracted a variety of families and family members throughout the Friday, Saturday and Sunday events and activities.

"The important thing from this experience is that kids wore their Safety Badges home," continued Moker. "Not only will the children be reminded about how many months one should check their smoke alarms for example, but parents will see the badges and remember that safety starts in their homes." Safe Saskatchewan's new 500 plus safety advocates can now lend a hand and start to integrate safety into their own families.

As Moker points out, "Our province's unintentional injury epidemic can be stopped right now. And it all starts in the homes of Saskatchewan families."

About Safe Saskatchewan

Safe Saskatchewan is a consortium of public, private and cooperative sector founders. The not-for-profit organization aims to raise awareness of the impact of unintentional injuries in Saskatchewan, coordinate provincial injury prevention initiatives, and support all organizations and programs undertaking injury prevention in the province.

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