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Media Advisory – Tuesday, June 7, 2005

BEAR CARE FOR YOU - Please exercise caution when visiting the Bears

CancerCare Manitoba and the City of Winnipeg are urging Bears fans on foot and in their vehicles to exercise caution when viewing the Bears on Broadway.

“It’s wonderful to see so many people out on Broadway taking in the Bears on Broadway display, but I have concerns about pedestrian safety,” said Luis Escobar, acting manager of the Public Works Department’s Transportation Division.

Escobar says large numbers of people are crossing from median to median rather than at designated crosswalks, which increases the potential for collisions. He has even seen students from school tours being led from median to median by teachers. The safest route to cross intersections is from the sidewalk parallel to Broadway rather than from the medians.

The problem is worst at the intersections of Donald and Smith due to heavy traffic to and from the Midtown Bridge.

“Traffic turning from Broadway through the median opening onto Donald poses a particularly high threat to pedestrians who in their excitement to see the Bears on the next median may not see approaching vehicles,” said Escobar.

“We’re thrilled with the success of Bears on Broadway and encourage people to come see what all the buzz is about, but we can’t emphasize enough the need for people to view the Bears in a safe manner,” said Barry McArton, Executive Director of CancerCare Manitoba Foundation. “Safety means crossing only when it’s safe to do so - ideally at crosswalks, and motorists and pedestrians keeping a sharp lookout for each other.”

Bears on Broadway will be on display until October of this year.

For more information, contact:

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