



Public Service Announcement

THE CORPORATION OF THE CITY OF VERNON
3400 – 30th Street
Vernon, BC
V1T 5E6

FOR IMMEDIATE RELEASE

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PSA: Heads-Up Pedestrians, Cyclists and Drivers

The City of Vernon is reminding pedestrians, cyclists, and drivers to keep their heads up as the days get shorter and reduced daylight hours increase the risk of collisions.

Pedestrians and cyclists should remember to be seen, be safe, and be lit. Wear bright and reflective clothing to be more visible. Be predictable and pay attention, especially at intersections, and avoid distractions like texting. Cyclists are reminded to use white front lights and red rear lights during low light conditions and during inclement weather. Now is also an excellent time for a winter bike tune-up and the switch to winter bike tires.

Drivers, keep your heads up for pedestrians and cyclists, especially around intersections and in low light. Pay attention. Avoid distracted driving, including texting, and watch for vehicles slowing down around you as they may be yielding to a pedestrian. Follow traffic signals rather than pedestrian signals, which aren't always timed to traffic lights. Make eye contact with pedestrians and cyclists.

For more information, visit www.vernon.ca/headsup