



For Immediate release

Press Release

### **Back-to-school campaign focuses on road safety.**

The parents' movement invites the public to adopt the yellow sign.

August 21, 2023

**Montréal-Québec** - To mark the start of the new school year, the *Pas une mort de plus* movement, along with the English Parents Committee Association (EPCA), is asking citizens to wear and to personalize a school zone signs as a reminder that:

- Behind this emblem, human lives can be taken all too easily, like those of Anaïs, 11 years old (2018), Jules, 13 years old (2019) and, more recently, Mariia, 7 years old (2022);
- that road users need to be extra cautious on their school journeys.
- that political decision-makers must immediately prioritize the safety of children on their way to and from school and take responsibility for this.
- that it is essential to encourage young people to adopt active modes of transport, without fearing for their lives.

### **An invitation to school boards and schools**

In addition to parents and our allies, we're calling on school boards, schools and daycare centers to follow suit and initiate the creation of personalized yellow signs for staff and children in their care.

Additionally, we call on the Minister of Education, Bernard Drainville, to endorse the initiative, to ensure a “road-safe” start to the new school year, and to participate in the movement.

### **To make personalized yellow signs**

[Consult our tutorial](#)



## **Information on the movement**

Parents and citizens who, in the wake of little Mariia's death in December 2022, have joined forces to call for an end to the unsafe road conditions experienced by children on their way to and from school. We are asking our elected representatives to make changes adapted to the different realities of our communities.

### **Our actions in 2023**

January 24th

First national mobilization under the theme "La fin de la récré a sonné" ("The recess bell has rung")

March 15

Second national demonstration before the budget is tabled.

April 21st

Partisan press briefing at the National Assembly

Resolutions adopted by some 100 municipalities and MRCs are submitted to the Minister of Transport and Sustainable Mobility, Geneviève Guilbault.

May 5th

Private meeting of group members with the Minister to demand:

- An increase in road safety budgets.
- Implementation of the 2030 Sustainable Mobility Policy to adopt a "zero collision vision";
- Changes to development standards aimed at a paradigm shift away from the "car-only" approach in favor of the most vulnerable road users, as stipulated in the Highway Safety Code.

### **For more information**

[Link to Facebook page](#)

[Video](#)

[Website: pasunemortdeplus.org](http://pasunemortdeplus.org)

## **Montréal**

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