

Edmonton hosts world's leading-edge traffic safety experts

International Conference on Urban Traffic Safety kicks off with Run Walk Ride 4 Traffic Safety

The City of Edmonton's Office of Traffic Safety, in partnership with the Edmonton Police Commission, is hosting Edmonton's **6th annual International Conference on Urban Traffic Safety** from Monday, April 28 to Friday, May 2 at the Shaw Conference Centre.

The only one of its kind in Canada, the conference will see several hundred delegates from around the world gather in Edmonton. Leading-edge traffic experts from 10 different countries will share best practices and discuss the challenges and issues that surround creating a culture of traffic safety in urban centres. Organizers are expecting more than 250 representatives from law enforcement, traffic engineering, academic institutions and community groups at the internationally-renowned event.

The impressive line-up of worldwide traffic experts include:

- **Luz Alicia Anduaga** of the Global Road Safety Partnership, International Federation of Red Cross and Red Crescent Societies, Mexico (*Achieving State-of-the-Art Urban Traffic Safety Through Innovation and Collaboration*: Monday, April 28 at 2:45 p.m.)
- **Ian R. Johnston, Ph.D.** of the Transport Safety Pty Ltd., Australia (*Innovation in Policy and Practice: The Six Cs of Traffic Safety*: Wednesday, April 30 at 9 a.m. and a post conference workshop on *Road User Behaviour*: Why is traffic safety viewed as a minor problem, why road use culture is egocentric and how this blocks progress: Friday, May 2 at 8 a.m.)
- **Ian Walker, Ph.D.** of the Department of Psychology, Traffic and Transport, University of Bath, England (*Sustainable Modes of Transportation*: Wednesday, April 30 at 1 p.m.)

The opening ceremony begins at 8:30 a.m. on Monday, April 28 and includes the Edmonton Police Service Honour Guards and the Aboriginal women's trio ASANI. Also in attendance: The Honourable Wayne Drysdale (Minister of Transportation, Government of Alberta), Gerry Shimko (Executive Director, Office of Traffic Safety), Shami Sandhu, (Chair, Edmonton Police Commission) and Deputy Chief Simpson (Edmonton Police Service). Dr. James Talbot, Alberta's Chief Medical Officer of Health will present the first keynote of the conference, *Innovation in Urban Traffic Safety: Working Smarter to Save Lives*.

For more information on the conference, please visit trafficsafetyconference.com.

As a kick off to the conference, the **3rd annual Run Walk Ride 4 Traffic Safety (RWR)** is being held on Saturday, April 26, 2014 from 9 a.m.-1 p.m. at Concordia University College. Proceeds from the event will go towards the Memorial and Traffic Safety Fund, administered by the [Edmonton Community Foundation](http://EdmontonCommunityFoundation). The fund gives family and friends an opportunity to invest in a lasting legacy for victims of traffic collisions. Donations will fund research and various community traffic safety initiatives focused on reducing collisions, injuries and fatalities. Of note, conference presenter Dr. Ian Walker will also be participating in the RWR.

For more information on the RWR, please visit nr4trafficsafety.com.

For media inquiries, or to contact a conference speaker:

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