



## Kick-starting Motorcycle Safety

May 2, 2017

The Alberta Motorcycle Safety Society (AMSS) revved up this year's safety awareness campaign with a show of motorcycles in front of City Hall. May is motorcycle safety month in Alberta, but motorcycles are on the road from the time the snow leaves until it falls again.

"Reaching Vision Zero Edmonton's goal of zero traffic fatalities and serious injuries isn't something the City can do on its own," says Dave Loken, City Councillor for Ward 3. "The City is pleased to partner with the Alberta Motorcycle Safety Society to make riding safer for everyone."



There are over 18,000 registered motorcycles in Edmonton. The City of Edmonton and AMSS remind drivers to keep their eyes on the road, and please watch for motorcycles.

"When a rider gets hit, there is nothing between them and serious pain," said Liane Langlois, President of the AMSS. "Last year, in Edmonton alone, we saw 191 motorcycle collisions that resulted in 124 injuries and three fatalities. My heart breaks for them."

AMSS is a grassroots organization that partners with the motorcycle industry, media, municipal/provincial governments and agencies to promote motorcycle safety, education and awareness in Alberta. To find information on this non-profit society, go to [www.ab-amss.org](http://www.ab-amss.org); on AMSS Facebook page or on Twitter and Instagram (@ab\_amss).

[Vision Zero Edmonton](#) works with community partners to help bring everyone home safely.

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### For more information:

[Motorcycle safety brochure](#)

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