

For immediate release
January 5, 2011

MEDIA ADVISORY – PHOTO OPPORTUNITY

You're Probably Not Expecting to be Seriously Injured on the Slopes *Preventable asks skiers and snowboarders to practice helmet safety with new campaign*

Vancouver, BC – With snow-capped mountains packed with fresh powder and the thrill of the chill air, skiers and snowboarders are hitting the slopes in droves to carve some fresh tracks. With as many as 4.2 million Canadians skiing or snowboarding across the country, Preventable, in partnership with the Insurance Bureau of Canada (IBC), is bringing back its helmet safety campaign to raise awareness and help people prevent head or neck injuries during this ski season. IBC is one of the founding partners of Preventable.ca and has led many initiatives across the country to promote helmet use.

Throughout the month of January, the Preventable snow team will tackle more than just bunny hills, making the rounds at Mount Seymour, Grouse Mountain, Big White and Silver Star with its “You Probably Won’t Need a Helmet Today” campaign to encourage skiers and snowboarders to don a helmet. Wearing jackets and snowboard with the slogan, the team will also shred around the mountains and strategically place these snowboards around several ski areas as a reminder for people to think about helmet safety.

WHEN: Monday January 10, 2010

TIME: 10.30am – meet at guest services

WHERE: Mount Seymour

Dr. Shelina Babul, spokesperson for Preventable and Lindsay Olson, Vice President Pacific Region, Insurance Bureau of Canada (IBC) will be on site and available for interviews, to discuss this initiative, helmet safety and preventable injuries.

To learn more about helmet safety on the slopes and preventable injuries, visit www.preventable.ca.

-30-

Notes to editor:

*Snowboard activity dates are as follows:
Mount Seymour – January 15 and 16, 9:30am-1:30pm
Grouse Mountain – January 22, 10am-2pm
Cypress Mountain – January 23, 10am-2pm
Big White – January 29, 9:30am-1:30pm
Silver Star – January 30, 9:30am-1:30pm

Preventable collaborates with partner organizations for each campaign. IBC is one of the founding partners of Preventable.ca and has been a strong advocate for the use of helmets through its Be Smart. Be Safe. program.

Preventable's campaigns are planned to raise awareness about attitudes towards injuries during the months that these injuries are most prevalent. In the summer of 2010, Preventable partnered with Red Cross to raise awareness about drowning/boating safety. In September 2010, Preventable and the BCAA Traffic Safety Foundation installed a 3D illusion in West Vancouver, to challenge attitudes and behaviours about road safety, and in October 2010, Preventable and London Drugs collaborated to highlight the issue of pedestrian safety on Halloween night.

About Preventable

Preventable (also known as The Community Against Preventable Injuries) is a province-wide, multi-partner organization raising awareness, transforming attitudes, and ultimately changing behaviours. The goal of the organization and its partners is to significantly reduce the number and severity of preventable injuries in BC.

Preventable's strategy is based on two years of extensive research to develop a comprehensive understanding of how and why preventable injuries occur throughout the province. Preventable's work is made possible through the financial and in-kind support of a variety of organizations that continue to sign on as partners in fighting the epidemic of preventable injuries in BC.

www.preventable.ca

For more information contact:

Almira Bardai

Jive Communications

Tel: 604-568-7214

Email: almira@jivecommunications.ca