

ZAGREB

JUNE 7, 2018







Sarah MAYES
National Director, Operation Lifesaver Canada
smayes@railcan.ca

English websites:

http://www.operationlifesaver.ca http://www.looklistenlive.ca

French websites:

http://www.opérationgareautrain.ca http://www.regarderécoutervivre.ca



ZAGREB

JUNE 7, 2018

Message from Sarah Mayes

"We're pleased that ILCAD will be focusing its 2018 conference on young level-crossing users. Young people – those aged 18-35 years – make up the majority of those seriously injured or killed in railway crossing and trespassing incidents in Canada each year. That's why Operation Lifesaver Canada has focused on developing campaigns and materials – including its Look.Listen.Live. virtual-reality campaign, and its upcoming #STOPTrackTragedies campaign – to specifically reach young people. We wish ILCAD every success with its 10th anniversary conference, and in raising rail safety awareness with this key audience."