

## **407 ETR launches Summer Safety Contest – drivers invited to share safety tips for a chance to win a year of free travel on the highway**

*Social media campaign aims to improve road safety awareness through weekly tips and resources*

TORONTO, June 18, 2019/CNW/ - 407 ETR launched its second Summer Safety Contest today to raise awareness and encourage dialogue about road safety. Every week throughout the campaign, a new topic will be explored on social media, with input from community safety partners. Drivers are invited to join the conversation by sharing their own safety tips or stories.

“This contest is really about getting people talking and thinking about road safety,” says Andres Sacristan, President and CEO, 407 ETR. “Any story or safety tip that encourages someone to be a well-prepared and defensive driver can avoid an injury or even save a life.”

To kick off the campaign, 407 ETR is promoting road safety awareness for young drivers with the new public service announcement [#likeyoucare](#), produced by Teens Learn to Drive, an organization dedicated to educating youth about how to make better driving decisions.

“The LikeYouCare campaign reminds drivers that our choices affect the safety of other people and urges them to drive like they care about their friends, family, neighbours and community,” says Anne Marie Hayes, President, Teens Learn to Drive. “We’re honoured that 407 ETR has chosen to highlight this campaign as their first topic for their summer safety campaign.”

Drivers who post a safety tip or moment will automatically be entered for a chance to win a year of free travel on Highway 407 ETR. Bonus entries are available for video submissions, retweets, likes and comments, up to a maximum of 18 entries.

### **Contest Details**

- Contest runs until August 31, 2019
- Drivers must be following 407 ETR on the social media platform used to post their safety tip. Safety post must tag @407etr and include the hashtag #summersafetycontest
- Video posts earn 5 entries
- After a tip has been posted, bonus entries can be earned by liking, sharing, commenting or retweeting 407 ETR’s safety campaign posts (up to a maximum of 18 total entries).
- For full contest rules, please visit [407etr.com](#)

### **About 407 ETR**

Highway 407 ETR is the best way to travel across the top of the Greater Toronto Area. Drivers make over 415,000 trips each workday and continue to report that using the toll road saves them significant time, reduces their fuel consumption and vehicle maintenance costs and staying out of gridlock and heavy traffic elsewhere means lower harmful CO2 emissions. Use of the toll road has increased steadily since opening in 1999 and is now well known as the route of choice for business to move goods efficiently and for people wanting to save time for the things that matter most.

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