



British Columbia Conservation Foundation
Wildlife Collision Prevention Program
Suite 200 1383 McGill Road
Kamloops, B.C V2C 6K7
Phone: 250.828.2551 Fax: 250.828.2597
Web: www.wildlifecollisions.ca

NEWS RELEASE

BRITISH COLUMBIA CONSERVATION FOUNDATION LAUNCHES NEW LOOK FOR WILDLIFE PROGRAM

KAMLOOPS, B.C. (July 11, 2006) – The British Columbia Conservation Foundation is pleased to announce the new program name and logo for its wildlife collision initiative. The program has been renamed the **Wildlife Collision Prevention Program**.



The goal of the program is to save human lives and prevent injuries, protect wildlife from unnecessary death and injury, and reduce the economic losses to society caused by wildlife vehicle collisions.

“This new name and logo better reflects the intent of our program” says Deborah Gibson, Executive Director, British Columbia Conservation Foundation. “We believe that encounters with wildlife on the highways are not accidental or random events, and that motorists should expect to see wildlife on the road, and can take steps to anticipate and avoid this type of collision.”

The Wildlife Collision Prevention Program would like to acknowledge the support of ICBC’s North Central Road Safety team in the development of the new logo.

During the rebranding stage, the new name and logo will be integrated gradually into websites, letterhead, and promotional and communication materials.

The Wildlife Collision Prevention Program reminds drivers that summer is high risk time for wildlife vehicle collisions. Food and water are more accessible in the valley bottoms, and wildlife tends to move toward these areas when forage higher up in the mountains is depleted. Many road corridors are also built in valley bottoms, and when motorists and wildlife use the same travel corridors, it leads to increased collisions.

Wildlife Collision Prevention Program “Hints for the Highway” while driving this summer are:

- **Watch for Wildlife Signs** – Don’t disregard signs even if you have seen them before. They are located in areas of high wildlife usage.
- **Obey all Posted Speed Signs** – Collision avoidance is improved at lower speeds.
- **Drive Defensively** – Actively watch for wildlife, particularly between dusk and dawn.
- **Be Alert** – Animals are unpredictable, often travel in groups, and may bolt unexpectedly.
- **Use Your Vehicle** – Clean your headlights, use your high beams when safe to do so, and always wear your seatbelt.

-30-

For more information, please contact:

Gayle Hesse,
Coordinator, Wildlife Collision Prevention Program
Phone: 250.962.1001
Email: wcpp@bccf.com