



**Media advisory,
Monday, June 22, 2009, 7 a.m.,
College Street, between Augusta Avenue and Bellevue Avenue,
Launch of "Safe Cycling – Share the Responsibility" campaign**

Broadcast time: 05:00
Monday, June 22, 2009

Traffic Services
416-808-1900

The launch of the "Safe Cycling – Share the Responsibility" campaign will take place on Monday, June 22, 2009, at 7 a.m., on College Street, between Augusta and Bellevue Avenues.

The campaign begins Monday, June 22, 2009, and concludes on Sunday, June 28, 2009. This one-week Traffic Services initiative is designed to promote awareness and education by reducing the potential for cycling-related injuries.

Traffic Services officers, along with Yvonne Bambrick, Executive Director of the Toronto Cyclists Union, will be on hand to support this initiative.

The Toronto Police Service reminds motorists of the dangers of opening car doors in the path of cyclists, and the importance of checking blind spots prior to making right turns. Officers will pay particular attention to those motorists who endanger the lives of cyclists, including vehicles parked in designated bike lanes. Attention will also be paid to cyclists whose aggressive riding puts themselves, pedestrians and motorists at risk

Motorists, cyclists, and pedestrians have a responsibility to share the road equally by driving safely, riding responsibly, and obeying all the rules of the road.

Police would like to remind cyclists of the importance of registering their bikes. [Click here](#) for details of the TPS online bike registration program.

Traffic Services is dedicated to ensuring the safe and orderly movement of traffic within the City of Toronto. Stay informed with what's happening at [Traffic Services](#) by following us on [Twitter](#) (TrafficServices), and [Facebook](#) (Toronto Police – Traffic Services).

