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**Subject:** 2023 Speed Campaign

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## Speed

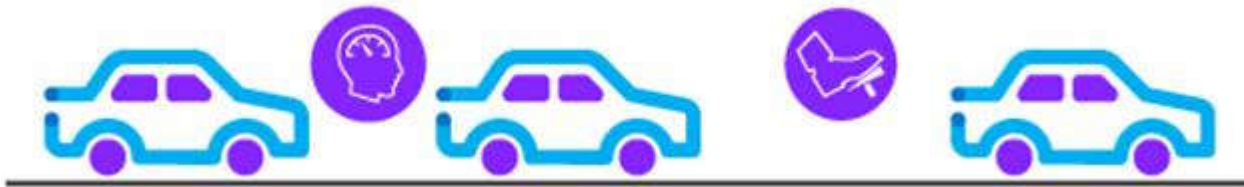
**When you go too fast, you make mistakes.  
When you drive too fast, it's dangerous.**

As a valued road safety community partner, we want to keep you informed of upcoming campaigns and let you know that May is speed awareness month.

Speeding increases your risk of crashing by reducing the amount of time to react to other cars, cyclists and pedestrians.

Speeding continues to be a leading contributing factor to fatalities causing 74 fatal crashes in 2021.

The 2023 speed campaign will be launching May 5 and running throughout the month, urging drivers to slow down so they can see more of the road.



Speeding decreases the time you have to react and increases your likelihood of getting into a crash. Slow down and drive safe.

**Hashtag:** #NoNeedForSpeed

**Links:** [ICBC and police launch campaign against speeding](#); [Speed campaign info and stats \(icbc.com\)](#)

Please contact me if you have any questions and thank you for your continued support to maximize road safety for all British Columbians.

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Road Safety

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