

PARKLAND COUNTY



MEDIA ADVISORY

November 17, 2008

FOR IMMEDIATE RELEASE

Progressive rural community joins forces with the Coalition for Cellphone-Free Driving.

- What:** Official launch of Parkland County as Coalition for Cellphone-Free Driving Member
- Who:** Parkland County and the Coalition for Cellphone-Free Driving
- Where:** Parkland County Services Building, 2700 – 48 Street (Hwy 779), Stony Plain
- When:** Monday, November 24, 2008, 10:00 a.m.
- Why:** On September 1, 2008, Parkland County's Cell Phone Use policy came into effect for County employees, Council members, volunteers and contractors working on behalf of Parkland County. Employees of Parkland County are also "Making it Personal" by taking the cellphone-free driving message into their personal lives to live it and lead it! County staff will be applying stickers to County vehicles and their own personal vehicles as a message to drive safe.

Representatives from the County and the founder of the Coalition for Cellphone-Free Driving - Dr. Louis Hugo Francescutti - will be available for interviews with the media.

Parkland County is a rural municipality located immediately west of Edmonton. Covering an area of 242,595 hectares (599,500 acres), it is one of the largest in size and one of the highest populated of all rural municipalities in Alberta. Parkland County has grown to a community of over 30,000 people and has seen generations of families continue to enjoy country living.

For more information about this advisory, please contact:

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