

The Highway Help Program Works!

Police are quoted as receiving 15-20 calls on average when a Highway Help Sign is displayed, thus enabling stranded motorists to receive police assistance without leaving the security of their vehicle.

"Within five minutes of our car breaking down, a police officer ascended on our location. I can't emphasize strongly enough how grateful I am that I had a Highway Help Sign in my car in this moment of crisis. I can assure you that I shall never travel without this sign. If I had a wish, it would be that more motorists had easy access to this little sign."

— Bill Seymour

"After blowing a tire, I panicked ... I am stranded, travelling by myself, unable to change a tire, it's freezing cold, and who in today's world would stop on the the 401 to help someone? ... Then I thought of my Highway Help Sign ... within ten minutes an OPP stopped and within 1/2 an hour I was on my way again. Your Highway Help Program is worth its weight in gold. One only needs to picture themselves stranded once to agree with me."

— Elizabeth Uhrig

Everyone Can Help!

The Highway Help Program needs your help to educate motorists and to distribute Highway Help Signs. Businesses and organizations can help by providing the funds to make the signs available to their employees or clientele and/or to the police for local, provincial or national distribution on their behalf. Individuals can also help by simply making a call to the police if they see a sign in use. By working together, we can provide a means for all stranded motorists to receive police assistance thus making our roadways safer for everyone!

"We gave every employee a sign package during one of our safety celebrations. This was an excellent tool to promote safety off the job. Our employees were very pleased to have received this gift. ... it helped increase everyone's awareness regarding safety when stranded on roads."

— Larry Mylrea

Manager of Health, Safety & Environment, Allied Signal Automotive

"I passed a young girl in a fairly new car with the "POLICE" sign out and immediately call *677 on my phone. As I began to give my location, the woman said, "Not to worry, a car has been dispatched and should arrive any minute." I had never heard a more comforting response in my life. I was amazed at the response that little piece of plastic brought. It felt good to know that people do care."

— Dawn Johnston

Where Can I Get A Sign?

Highway Help Signs are available for sale on a non-profit, community service basis at all Canadian Tire Stores throughout Canada and at other participating store outlets. They retail for \$4.99.

Bulk quantities can also be ordered directly through the Highway Help Program. Please call for more information.

The Highway Help Program wishes to recognize the support of the following companies:



National Retail Partner

3M Scotchlite™
Official Reflective Sheeting

For more information please contact
your local Police Service
or call the Highway Help Program
Toll-Free at:

1-888-HOOK-IT-ON
(1-888-466-5486)

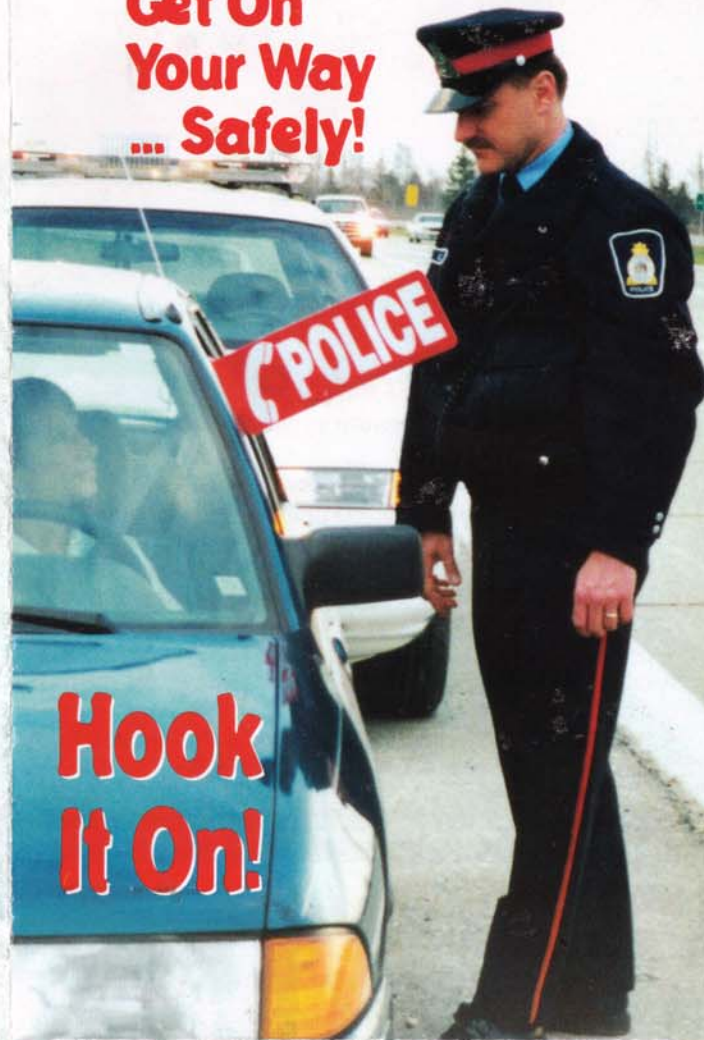
Or visit us at
www.highwayhelp.org



The Highway Help Program
is Coordinated by
The Canadian Association of Chiefs of Police

Stranded?

Get On
Your Way
... Safely!



Hook
It On!

HIGHWAY HELP
PROGRAM



Canadian Association
of Chiefs of Police

Being Stranded Is A Frightening And Potentially Dangerous Situation ...

Many Motorists Overlook The Reality Of Roadside Emergencies

Realities of Driving ...

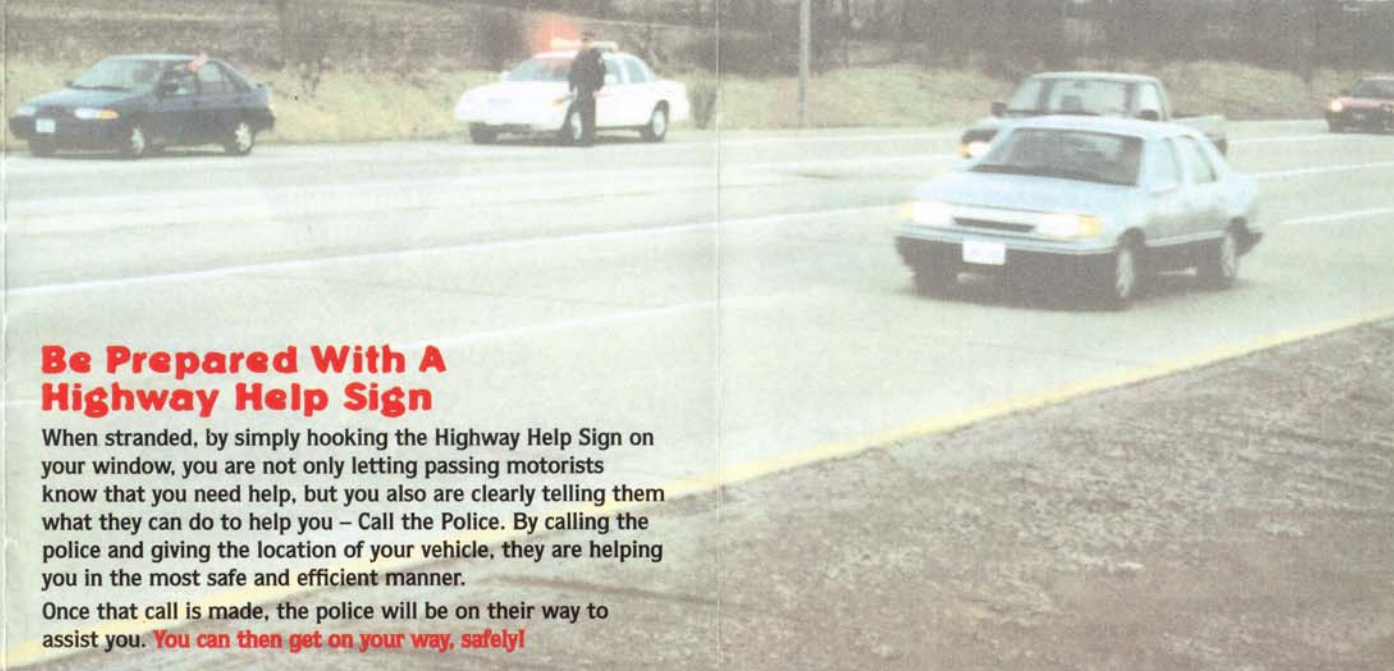
- All motorists have the potential to find themselves stranded
- Due to increased concerns for personal safety, motorists are much less likely to stop and help a stranded stranger than in the past
- Cellular phones may not always work
- When stranded without a sign you may appear a vulnerable target to those with criminal intent
- Many times it is not safe or practical to leave your vehicle (i.e., on major highways, at night, in the cold, with children)
- For a motorist to assist another, they must first know that help is needed, then feel comfortable doing so

"In our continued efforts to increase road safety, we encourage you to join the Highway Help Program. This program provides motorists with a safe method to receive police assistance in the event of becoming stranded. It is our goal that all vehicles are equipped with a Highway Help Sign and drivers are educated on how to best assist those in need."



Chief R. Larry Gravill

President, Canadian Association of Chiefs of Police



Be Prepared With A Highway Help Sign

When stranded, by simply hooking the Highway Help Sign on your window, you are not only letting passing motorists know that you need help, but you also are clearly telling them what they can do to help you – Call the Police. By calling the police and giving the location of your vehicle, they are helping you in the most safe and efficient manner.

Once that call is made, the police will be on their way to assist you. **You can then get on your way, safely!**

What Makes This "Call Police" Sign Unique?



- The sign is made from durable, rigid plastic
- It hooks on the window and protrudes outside the vehicle towards traffic
- It can be seen by passing motorists from both directions
- It is visible at night due to 3M Scotchlite™ Reflective Sheeting
- This sign can be seen in rain, snow and with tinted windows

Due to its superior design, your need for help will be safely and clearly communicated to others!

How The Program Works ...

The Highway Help Program provides drivers with a safe means to give and receive assistance.

If You Become Stranded ...

1. Pull vehicle completely off the road and lock your doors
2. Turn on your emergency flashers
3. Hook the sign on the window and roll up
4. REMAIN IN VEHICLE until Police assistance arrives

Helping Others ...

When you see a sign in use, PLEASE DO NOT STOP. Call the police with the location and description of the vehicle. They will then send assistance. **Note:** Consult your local Police Service or cellular provider for the cellular toll-free police numbers in your area.

