



## **DRIVE A GO-KART FOR A GOOD CAUSE CONE ZONE CAMPAIGN TEACHES ROADSIDE SAFETY AT COUNTRY FAIR**

**SURREY, BC** – New to the Cloverdale Rodeo and Country Fair this May long weekend, May 17-20, is the Go-Kart Cone Zone, where kids aged 10-16 can learn about roadside safety while driving around a large circuit complete with real-world work zone hazards. After completing the obstacle course, drivers will be entered to win one of four Mini iPads, to be drawn throughout the long-weekend event.

Participants at the Go-Kart Cone Zone will be instructed by certified traffic control personnel on how to navigate a “cone zone.” Parents are also encouraged to get involved by taking the Cone Zone safety course and participating as a Traffic Control Person while their child is driving the circuit.

This new feature is in support of the Cone Zone Campaign, a roadside safety initiative that encourages drivers to take care when driving near roadside workers. Their message: Behind every work zone cone is a worker in a vulnerable position. Each cone stands for someone’s father, mother, son or daughter. Thousands of people working by the roadside in BC are counting on drivers to slow down and drive with care when approaching a “Cone Zone.”

For more information about the Cone Zone Campaign, drivers are encouraged to visit [ConeZoneBC.com](http://ConeZoneBC.com), where you will find resources, tips and helpful information about safely navigating through roadside work zones.

### **About:**

The Cloverdale Rodeo and Exhibition Association is the non-profit organization that manages the world famous Cloverdale Rodeo & Country Fair held every year on the May long weekend at the Cloverdale Fairgrounds in Surrey, British Columbia.

The Association is also responsible for the year-round management of the eight facilities on the Cloverdale Fairgrounds that host over 1,000 events annually, including trade shows, concerts, festivals, sporting events, horse and dog shows, swap meets, flea markets, weddings and meetings.

For more information on the Association and the 67th annual Cloverdale Rodeo and the 125th Country Fair visit: [www.cloverdalerodeo.com](http://www.cloverdalerodeo.com).

**Media Inquiries**

Laura Ballance  
Cloverdale Rodeo and Country Fair  
604-637-6646 (direct)  
604-771-5176 (cell)  
[Laura@LBMG.ca](mailto:Laura@LBMG.ca)

Carmen Bennett  
Cloverdale Rodeo and Country Fair  
604-631-6651 (direct)  
604-762-2250 (cell)  
[Carmenb@LBMG.ca](mailto:Carmenb@LBMG.ca)