



NEWS BULLETIN

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Advocating for Safe Cycling Throughout Durham Region

July 16, 2025

One Metre Safe Cycling Campaign

Our safe cycling advocacy work continues!

We are please to share exciting news regarding our ongoing collaboration with Durham Region Staff in support of improved safe cycling vehicle driver awareness. As such, the Region has just launched an extensive visual ad marketing campaign combined with social media feeds and a public service announcement, all in support of safe cycling.

A big **THANK YOU** to every-one involved for undertaking this educational marketing campaign.

Details include:

1- The one - metre law – Durham Cycling Safety

- <https://youtu.be/424bL9aIXMI?si=91C1U6ACuJ7XgV4o>

2 - One Metre Safe Passing Campaign

The Region has partnered with the **DRCC, CAA and Durham Vision Zero** to launch a **one-metre safe passing** awareness campaign, running until **September 7, 2025**.

Look out for:

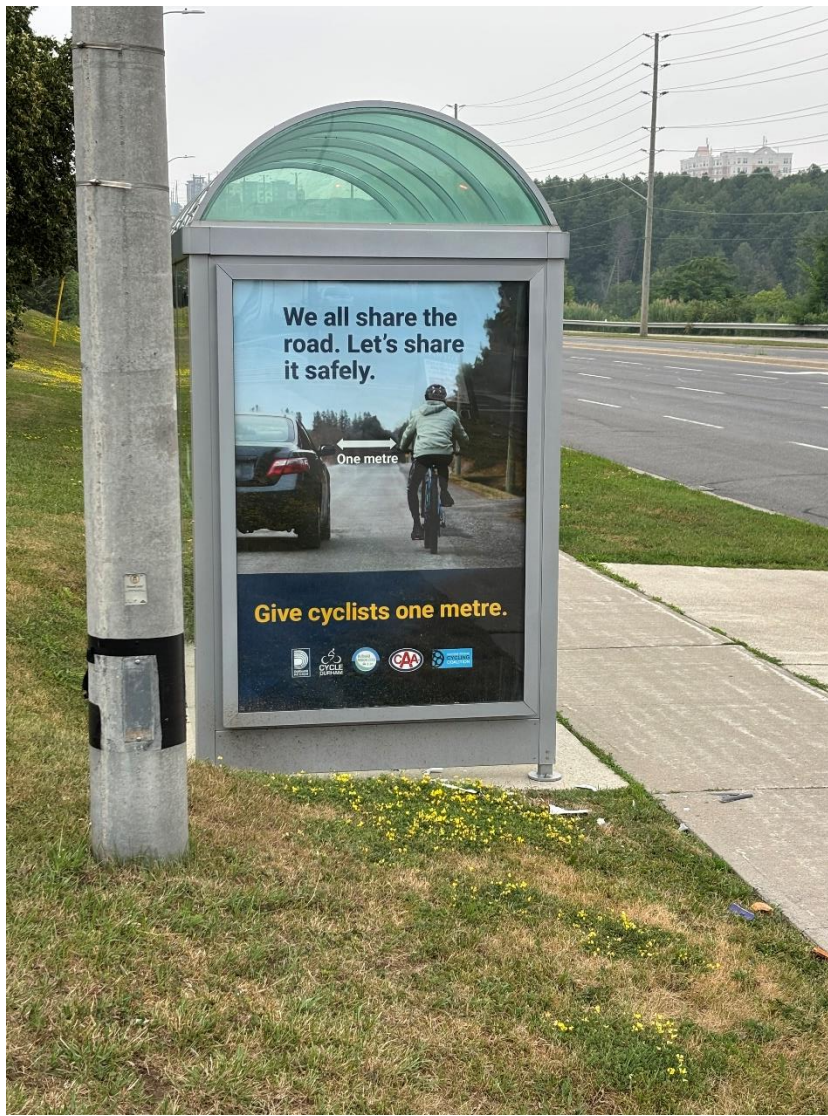
- Transit shelter and bus ads on regional roads.
- Curbex signs in northern communities.
- PSAs and social media messages promoting safe cycling and motorist behavior.
 - The PSA can be found here: [Drivers reminded to leave one metre of space when passing or driving alongside cyclists - Region of Durham](#).
- To learn more, you can visit: duham.ca/OneMetre

📌 **Attached:** Photo of one of our new transit ads at Cochrane and Taunton in Whitby

📺 **Durham Region Social Media Links:** [LinkedIn Post](#) – [Facebook Post](#)

3 - Local Media

- Durham Region asking drivers to move over for cyclists.
 - <https://www.durhamradionews.com/archives/199689>



- Feel free to share and repost this message at your discretion.