

Thumbs Up Waterloo Region Radio Ad Scripts 2014

Ad 1 – Voiced by Celina

While you navigate the airwaves, how safely are you navigating the roads? Share the road safely with cyclists. Treat them as you would a slow moving car by not tailgating. Allow at least one metre of passing space. And always shoulder check before turning or passing. Sure, 'life is a highway' but you can help keep it safe. Remember, we all have places to go. Give a thumbs up and let's all get there safely. Brought to you by Thumbs Up Waterloo Region. Join the conversation at ThumbsUpWR.com.

Ad 2 – voiced by adult male

You may be navigating rush hour, but are you focused on the road? Watch for cyclists and share the road safely. After all, cyclists help keep our streets less congested and pollution levels down. So be kind to your fellow cyclist, because more bikes on the road is good for everyone. Remember, we all have places to go. Give a thumbs up and let's all get there safely. Brought to you by Thumbs Up Waterloo Region. Join the conversation at ThumbsUpWR.com.

Ad 3 – voiced by adult/older female

How are you doing behind the wheel? Share the road safely with cyclists. Cyclists belong on the road and need at least one metre of space on either side of their bicycle as a safety zone. Check for cyclists when opening your car door and avoid honking your horn as it can be very loud and startling. Remember, we all have places to go. Give a thumbs up and let's all get there safely. Brought to you by Thumbs Up Waterloo Region. Join the conversation at ThumbsUpWR.com.