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Youth-scripted snowmobile safety commercial debuts today

BONNYVILLE – A new television commercial promoting snowmobile safety, scripted by a Grade 6 student from northeastern Alberta and produced by Alberta Health Services (AHS), makes its official debut today on the Internet.

In the 30-second spot, Brock Friedel tells viewers to “use your brain, not the throttle,” to warn against the dangers of reckless driving. In the commercial, Brock describes the importance of wearing a helmet, using proper safety equipment, getting the right training and following common sense.

The commercial can be viewed in the AHS website’s video gallery, www.albertahealthservices.ca, and on the AHS YouTube channel. It is also being shared with broadcasters across northern Alberta, and will be shown in AHS health facilities across the province.

The script penned by Brock, who lives in Iron River, 50 kilometres west of Cold Lake, was chosen the winner of the AHS North Zone Snowmobile Safety Commercial Contest earlier this year. Contest submissions were received from communities across northern Alberta, including La Crete, Fort McMurray, Beaverlodge and Grande Prairie.

As part of the prize, Brock’s commercial was filmed by a professional production company and all equipment and riders were donated by Edmonton-based ATV World, which specializes in all-terrain vehicle safety training. Brock and three others will also enjoy a hands-on safety course, led by ATV World owner Andrew Blakely. Everyone who submitted a script receives a ‘Ride Safe’ tuque as a token of appreciation for being a snowmobile safety ambassador.

Alberta Health Services is the provincial health authority responsible for planning and delivering health supports and services for more than 3.7 million adults and children living in Alberta. Its mission is to provide a patient-focused, quality health system that is accessible and sustainable for all Albertans.

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