

Locally made video game illustrates jaywalking dangers

Responsible Hospitality Edmonton has developed the video game J. Walker to remind young adults about the dangers of jaywalking, particularly at night.

The game was developed on the Frogger platform, and follows Jay and Jane Walker as they try to jaywalk to the other side of the road encountering cars, bicycles and ETS buses.. If they are hit, messaging and statistics about jaywalking appear on the screen. If they make it across the road, a police officer hands them a \$250 ticket.

J. Walker was created by Sticks and Stones Marketing for Responsible Hospitality Edmonton. It will be delivered by street teams to young adults on Whyte and Jasper Avenues where jaywalking is a growing problem, especially at night during bar hours.

In 2012, police handed out 1,248 jaywalking tickets in the city. In that same year there were 76 accidents found to be caused by pedestrian error of which three were fatalities (City of Edmonton Office of Transportation).

In the future, the cabinet with the J. Walker game will be available in supporting venues to continue to deliver the message about the dangers of jaywalking.

Learn more at www.responsiblehospitalityedmonton.ca or play J. Walker online at www.notagame.ca