

October 8, 2024

Mr. Mario Péroquin
President and CEO
VIA Rail Canada
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Ms. Pascale Villeneuve
Senior Advisor, Safety Governance & Compliance
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Mr. Benoît Larivière
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Ms. Sylvie Gosselin
Senior Advisor, Employee Communications
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Ms. Caroline Cazes
Training and Development Advisor
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Subject: 2024 Safety Awards – “Safety Stars” (Health and Safety Awareness Campaign)

Dear Mr. Péroquin, Ms. Villeneuve, Mr. Larivière, Ms. Gosselin and Ms. Cazes,

We are pleased to advise that VIA Rail’s “*Safety Stars*” campaign has been selected for the 2024 Safety Award in the - Passenger (intercity, tourist, commuter) – employee incidents category.

The Railway Association of Canada’s (RAC) Evaluation Committee scored your initiative using a weighted evaluation system and concluded that it merited an award for your “*Safety Stars*” (*Health and Safety Awareness Campaign*) campaign. Through an integrated campaign featuring video capsules and posters, VIA has found a powerful way to highlight the importance of safety while creating a personal connection with the workforce awareness by leveraging the unique perspectives of employees’ children. Your thoughtful and engaging initiative will undoubtedly resonate with employees, reinforcing the critical message of safety in a meaningful way. We truly appreciate your dedication to this cause.

We thank VIA for participating in this year’s 2024 Safety Awards and for your continued commitment to develop and maintain industry best practices in safety and we congratulate you on this important recognition from your peers in the industry.

We hope that you will be able to attend our awards ceremony that will take place during the RAC’s annual holiday reception on **November 27, 2024, from 5:00 pm – 7:30 pm (EST) at the Queen St. Fare in Ottawa.**

The RAC will be reaching out to officially invite each winner to the holiday reception and awards ceremony in the coming weeks. During the reception, we would like to interview each of you to discuss in greater detail your winning initiative so the RAC can post on social media channels to help give more attention to your organization’s dedication to safety and to making the rail industry safer each year.

Sincerely,



Marc Brazeau
President and Chief Executive Officer