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Red Deer RCMP unveil new YIELD car at Sportsman Show

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Attendees at this weekend's Sportsman Show at the Westerner in Red Deer, Alberta will be in for a treat as RCMP unveil their tricked out new YIELD car. The '79 Pontiac LeMans has been painted in 1979 era RCMP blue and white and fitted with a 350 cubic inch engine producing 425 horsepower. The car is used in the YIELD (Youth Initiatives & Education in Lifestyles & Driving) program, a legal racing program designed to encourage youth to make smart decisions, both on and off the road.

Police volunteers with the YIELD program travel to schools and community events to promote education and healthy lifestyle choices for youth. And those with a taste for speed can challenge the YIELD car and its team at legal drag races at Castrol Raceway in Nisku Friday nights from April 25 through October 11, and at events at Central Alberta Raceways. YIELD will also attend various Drag Shootouts and other events throughout the summer months.

"On Friday nights all summer, the YIELD team is there ready to take on anyone who wants to legally race the police," says Constable Lee Watt of Red Deer City RCMP. "Challengers get a t-shirt that says either 'I raced the law and the law won' or 'I raced the law and I won.' Whether we win or lose the race, it's a lot of fun connecting with youth in this way."

The YIELD team is made up of volunteer members from Edmonton Police Service and local RCMP detachments. "We know that collisions are responsible for many fatalities among youth aged 14 to 24," says Cst. Watt. "The YIELD program is designed to address the interests of that age group while channelling them into safe outlets with educational components."

The YIELD car will be indoors at the Sportsman's Show from Friday to Sunday, February 28 to March 2. YIELD is a registered non-profit charitable organization and is fully funded through sponsorships and partnerships.

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