



Office of Sheriff County of Ontario

74 Ontario Street
Canandaigua, New York 14424-1898
(585) 394-4560 (585) 924-7750 (315) 781-1200

Philip C. Povero
Sheriff

David C. Tillman
Undersheriff

PRESS RELEASE FOR IMMEDIATE RELEASE

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“WATCH FOR DEER – BUCKLE UP”

Each year in the United States there are 1.5 million reports of collisions between deer and motor vehicles. These accidents have taken numerous lives, caused countless personal injuries and triggered billions of dollars in insurance claims.

“Here in Ontario County, car deer accidents are a very serious problem,” stated Sheriff Philip Povero. “Deer populations have been growing dramatically, influenced by a reduction in hunting and diseases like Lyme, which means motorists have to be extra careful particularly this time of year.”

Whitetail deer’s movements increase during the fall months. This is due to feeding habits, mating season and hunters. Female deer and fawns are more active as the fawns become independent and continue to increase food intake before winter. The male deer on the other hand are actively pursuing female deer to mate.

According to Sheriff Povero, the most active times for deer movement are generally during the “drive time hours.” “Motorists have to be particularly careful during the morning and the late afternoon – early evening hours,” stated Sheriff Povero. “These times become very dangerous in the fall as twilight hours become the time that deer move the most.”

Sheriff Povero offers the following suggestions about potential deer/motor vehicle accidents:

- Watch for deer along the roadside and slow down when you see deer. Where there is one deer there will be several deer.
- If you see a deer crossing sign, slow down. These signs are placed in areas that have proven to be deer crossing areas. If you see a deer crossing sign you can be assured that there has been multiple deer car accidents in that area.
- When you have a deer cross in front of your vehicle, be careful not to take such drastic evasive actions as to lose control of your vehicle. It maybe better to hit the deer than veer into the path of an oncoming vehicle or go crashing off the road.
- Be alert – look for the “glow” of animal’s eyes along the road.
- Make sure that all the vehicle’s occupants have their seat belts on and child restraint seats correctly installed.

“All deer and motor vehicle collisions are not preventable, but practicing the above suggestions will reduce the chances of an accident,” Sheriff Povero stated. “Most importantly be alert and reduce your speed in deer crossing areas.”