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PLATERAGE: A PEACEFUL TAKE ON ROAD RAGE

A Vancouver-based website developer offers a new solution to an old problem, suggesting that there are ways to vent road rage without getting physical to avoid the potential injury and death that is becoming more and more prevalent.

Road rage is a daily reality on city streets from New York to Moose Jaw and Vancouver to Los Angeles. Everyone who lives in an urban center has a story – the honking horns at gridlock hours, red-faced drivers waving a fist or flipping a middle finger high in the air, profanities shouted from the curb as pedestrians try to cross a street unscathed. Road rage affects everyone. And while road rage can be relatively harmless, in the modern rush of this fast-paced world, it is escalating to a boiling point – a point when anger turns physical.

A quick search reveals that road rage truly is a dangerous global phenomenon. “Pistol Drawn In Road Rage Altercation” (Sydney Morning Herald, August 11, 2007), “Passenger In Hospital After Road Rage Attack” (icSouthLondon.icnetwork.co.uk, August 10, 2007), “Brisbane Road Rage Terror” (Brisbane Times, August 11, 2007), “Shooting on US 26 Road Rage, Police Say” (OregonLive.com, August 12, 2007) – all headlines from one summer weekend.

“It seems to be human nature to get angry behind the wheel,” says Platerage.com founder Cameron Hyder. “Everyone gets angry sometimes, but when that road rage turns to violence, that is when it becomes a major problem.”

He goes on to add that “Until the day that everyone gets along with one another, there has to be a better way to vent that rage without using fists.” Mr. Hyder and

his team have come up with Platerage.com – an online venue for drivers, cyclists, and pedestrians to visit when they need to vent their anger in a peaceful, non-contact manner.

Drivers on the edge can take their rage online and vent their anger without getting physical at www.platerage.com. Rage can be vented in a safe virtual space online or dealt with on the spot by calling the Platerage.com hotline at 1.877.331.RAGE. Platerage.com has a new website that is set to launch just in time for the September long weekend (August 31, 2007)

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For more information on Platerage.com, or to schedule an interview with Cameron Hyder, call 1.877.331.RAGE or email the Platerage team at info@platerage.com.