

MEDIA RELEASE

For Release May 15 2007 – 10:00 a.m.

IMPAIRED BOATING IS IMPAIRED DRIVING

May 15, 2007 (Toronto, ON) – The 19th annual arrive alive DRIVE SOBER[®] campaign launches today in partnership with the Canada Safe Boating Week.

“Changes to legislation last summer can help prevent impaired boating injuries and fatalities this summer.” says Shelley Timms, President of Ontario Community Council on Impaired Driving (OCCID). “Ontario’s consequences for impaired **drivers** are amongst the toughest in North America and now those consequences apply to impaired **boaters**; we will continue doing all we can to educate the public on the penalties”.

OCCID surveys of the public since 2001 reveal a failing grade when it comes to knowing what the penalties are, making the arrive alive DRIVE SOBER campaign that much more important. Overall the public is unaware that: drivers are removed from the road at .05; ignition interlock is a reinstatement condition for all convicted impaired drivers; and one conviction will cost a driver a minimum of \$20,000, two+ years of driving suspensions/conditions and a criminal record.

arrive alive DRIVE SOBER is supported by key sponsors allowing OCCID to plan activities all summer long including: province-wide distribution of educational materials; two new Impaired Boating Public Service Announcements; postering on public transit; 25+ Sober Suds Car Washes; awareness days across Ontario with sports teams and at boating venues; and a month of awareness and fundraising (July) at The Beer Store.

Visit www.impairedboating.ca to learn more.

Ontario Community Council on Impaired Driving is a registered charity operating in Ontario since 1989 (officially) and has organized the arrive alive DRIVE SOBER campaign across Ontario since that time. We do not telemarket. We do not use any paid fundraisers.

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We gratefully acknowledge our sponsors



The **B**eer Store



BACKGROUND

CAMPAIGN COMPONENTS

Printed materials include:

- Choose Your Ride Posters*
- Passports to safety*
- Insurance folders*
- T-Shirts*
- Litterbags*
- Keytainers at boating events
- Tattoos

**All available in English and French*

These materials will be used throughout the summer to promote sober driving including:

- Passports - province-wide distribution in all
 - 1) Ministry of Transportation Driver and Vehicle Licence Issuing Offices
 - 2) Serco Drive Test Centres
 - 3) Accident Support Systems
 - 4) The Beer Store (through July)
- Posters on Public Transit Systems through the summer
- at Sober Suds Car Washes hosted by 25+ community groups and police services
- at **arrive alive DRIVE SOBER days** at major sporting events, TTC, etc.
- shared by community groups as part of their efforts locally (last year 350+)

Video and Radio Public Service Announcements (PSAs)

- "Impaired Boating" and "Choose Your Ride"
- 10 radio spots shared with broadcasters across Ontario
 - in 2006, broadcasters donated almost \$2million to the radio campaign.

Other partners and supporters include:

Yamaha Motor Canada, Trillium Gift of Life Network, SmartServe Ontario, Ontario broadcasters, Ken Crompton, Street Seen Media, Weber Hamburgers, Muskoka Lakes Cottage Association, and Toronto Transit Commission