



MEDIA RELEASE

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CHOOSE YOUR RIDE this Labour Day Weekend

Ontario. The **arrive alive DRIVE SOBER®** display will be at highway 400 for the last time this summer prior to Labour Day weekend. The event marks the 37th arrive alive DRIVE SOBER awareness day/activity held this summer.

“We continue to remind people that impaired driving can be prevented” said OCCID Executive Director Anne Leonard. “Simple strategies include having a plan for a safe ride home which can be a designated driver, money for a cab, public transit etc. You can support these strategies as a host; you can use the TAXIGUY number if you’re out of town (1-888-TAXIGUY), you can have a back-up plan of calling a friend.”

Leonard reminds drivers and boaters that the consequences for impaired driving are far-reaching and costly.

Other information being shared includes the reminder that all road users have an opportunity to prevent a collision by reporting impaired driving to police as a crime in progress by dialing 911 or *OPP when they witness an unsafe or erratic driver on the roadway (www.call911.ca).

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

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We gratefully acknowledge our sponsors



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