

ARRIVE ALIVE - PLAN A SAFE RIDE HOME

Province-wide Campaign To Stop Impaired Driving Kicks Off Today

NEWS

April 28, 2009

With nearly one quarter of all fatalities on Ontario's roads involving impaired drivers, Ontario and arrive alive DRIVE SOBER® are stepping up the fight against impaired driving with the launch of the 21st annual arrive alive DRIVE SOBER campaign.

The six-month campaign will raise awareness of the many alternatives Ontarians have to driving after drinking.

The Ontario government has stiffened penalties for impaired drivers. As of May 1, 2009, a driver caught with a [blood alcohol concentration](#) from 0.05 to 0.08 (the "warn range") will face longer driver's licence suspensions and other sanctions, including:

- Three-day driver's licence suspension for the first instance
- Seven-day suspension for the second instance and an [alcohol education program](#)
- 30-day suspension for the third and subsequent instances, the completion of a remedial alcohol treatment program and [ignition interlock](#) for six months.

QUOTES

"The fact is, even one drink can affect your driving — there is really no safe amount. Today we want to drive home the message that if you've been drinking, getting behind the wheel is never worth the risk. You have a choice: call a cab, stay overnight, find a designated driver or be one."

- [Transportation Minister Jim Bradley](#)

"This year we are welcoming new tools in the fight against impaired driving — increased consequences for the existing warn range occurrence. The downward trend in impaired driving fatalities has seemed stalled in recent years — these new consequences will motivate all of us to plan a safe ride home, and drive sober."

- Arrive Alive DRIVE SOBER president Brian Mitchell.

QUICK FACTS

- You don't need to have a 0.08 blood alcohol concentration to be impaired. Statistics show that drivers whose blood alcohol concentration is from 0.05 to 0.08 are about seven times more likely to be involved in a fatal collision than someone who has not been drinking.
- In 2005, one of every six fatally injured drinking drivers had a blood alcohol concentration of less than 0.08.
- The new escalating sanctions replace the current penalty for driving within the "warn range", which is a 12-hour driver's licence suspension.

LEARN MORE

[The 2009 arrive alive DRIVE SOBER campaign features public service announcements and public education activities to prevent drinking and driving-related injuries and fatalities.](#)

[Learn more about drinking and driving law in Ontario.](#)

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