



---

# MEDIA RELEASE

---

**EMBARGO**

Release May 15<sup>th</sup> 2009 - 07:00

**arrive alive DRIVE SOBER® on the TTC**

Toronto: the annual arrive alive DRIVE SOBER awareness day will take place two months early this year to share information about Ontario's latest step in reducing impaired driving in a timely manner.

Volunteers and summer students will share information with 12,000 riders during the morning commute via two platforms at the Bloor and Yonge station. "The 21<sup>st</sup> arrive alive DRIVE SOBER campaign will continue to share information about sanctions for both administrative and criminal impaired/drinking driving incidents", stated arrive alive DRIVE SOBER President Brian Mitchell, "as our surveys have found that many drivers are unaware of the consequences of both".

arrive alive DRIVE SOBER surveys over the last eight years have found that a majority of the public are unaware of legislation including: short-term warn range suspensions; the costs and consequences for an impaired driving conviction; the ignition interlock program and other reinstatement conditions; and a maximum sentence of life in prison for those convicted of impaired driving causing death.

- 30 -

Visit [www.arrivealive.org](http://www.arrivealive.org) for more information.

Media Contact:  
Anne Leonard  
416-578-4829



Ontario Community Council on Impaired Driving, 1387 Bayview Ave., Suite 106, Toronto, ON M4G 3A5  
V: 416-485-4411 F: 416-485-8879, E: [occid@bellnet.ca](mailto:occid@bellnet.ca) W: [occid.org](http://occid.org); Registered Charity # 88075 5939 RR0001

**OUR MISSION STATEMENT:** to provide leadership and programs to eliminate impaired driving in Ontario and enable people and communities to share resources and information that will prevent injuries and save lives.