



## MEDIA RELEASE

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### **EMBARGO**

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### **arrive alive DRIVE SOBER® this holiday weekend**

ONTARIO: arrive alive DRIVE SOBER® is reminding Ontarians to plan ahead this holiday weekend: “Call home, take a cab, use designated drivers or stay overnight”. These strategies have formed the back bone of the arrive alive DRIVE SOBER campaign since 1989 and were recently lauded in a research paper out of the University of Regina: “Social marketing campaigns aimed at preventing drunk driving”.

The paper compared several jurisdictions and found that “Canada appears to provide the largest number of social marketing campaigns against drunk driving ... this may be the reason why Canada’s drunk driving death toll is only 261 per 100,000 population compared to the US death toll of 454 per 100,000 population (World Health Organization)”. They assessed arrive alive DRIVE SOBER® as “a campaign that meets the recommendations of the Protection Motivation Theory by promoting behaviors to reduce or eliminate the danger from drinking and driving and promoting self-efficacy by offering cost-efficient solutions to drinking and driving while still emphasizing the consequences”.

Ontario typically has the safest roads in North America but every long weekend presents an opportunity for drivers to practise the strategies that have brought us this far. This long weekend the arrive alive DRIVE SOBER campaign will share materials at the Toronto Argonaut game, Rogers Centre.

We gratefully acknowledge our sponsors: the Ministry of Transportation and The Beer Store and the hard work of the Marketing Committee who plan the annual arrive alive DRIVE SOBER campaign.

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Visit [www.arrivealive.org](http://www.arrivealive.org) for more information about arrive alive materials and messaging, and to learn about the most recent consequences for impaired drivers.

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