



MEDIA RELEASE

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arrive alive DRIVE SOBER® reminds drivers to plan ahead and keep their licence

ONTARIO: arrive alive DRIVE SOBER® joined with the OPP to remind 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 praised this summer in a University of Regina research paper: “Social marketing campaigns aimed at preventing drunk driving”.

Executive Director Anne Leonard commented “we were pleased with the paper’s findings as our campaign has always been built on research, focus testing, and evaluation; we greatly benefit from the dedication and insight of our Marketing Committee who are responsible for the campaign; the 400+ groups, schools, police services and businesses that share arrive alive DRIVE SOBER resources; and the media who provide outstanding support in the form of PSA space and editorial coverage for the issue”.

Drivers are reminded that since May 1st consequences for drivers found in the warn range (from .05 to .08) are now recorded on a driver’s record and the accompanying licence suspension ranges from 3 to 30 days.

Ontario typically has the safest roads in North America but Leonard added “every long weekend presents an opportunity for all of us to practise the strategies that helped earn this success”.

arrive alive DRIVE SOBER gratefully acknowledge sponsors Ministry of Transportation, The Beer Store and SmartServe Ontario.

- 30 -

Visit www.arrivealive.org for more information.

Media Contact:
Anne Leonard
416-578-4829