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# MEDIA RELEASE

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## Coaches on Same Team for this “Battle of Ontario”

Toronto Maple Leaf Coach Ron Wilson was joined by Ottawa Senator Coach Cory Clouston to help *Shut Out Impaired Driving* this year; both coaches recorded alcohol education PSAs with tips for getting home safely.

“We are extremely grateful for the support received from these two teams and their arenas. Research shows that raising awareness and sharing reasonable alternatives for getting home safely is key to changing behaviors” said Anne Leonard, Executive Director, “these two coaches are helping us make sober driving popular – in a pleasant way”.

Through the holiday season the arrive alive DRIVE SOBER campaign will also involve sharing “Party Smart” home hosting kits with tips, prevention strategies and information on the latest penalties.

Awareness days/events begin with tonight's Senator/Leaf game::

- November 17<sup>th</sup>, **Ottawa Senators vs Toronto Maple Leafs** (Scotiabank Centre)
- December 12<sup>th</sup>, **Toronto Maple Leafs** vs Washington Capitals
- December 27<sup>th</sup>, **Toronto Raptors** vs Detroit Pistons
- December 27<sup>th</sup> to 29<sup>th</sup>, RIDE spot-checks, locations TBD
- January 5<sup>th</sup>, **Toronto Maple Leafs vs Florida Panthers**

arrive alive DRIVE SOBER® gratefully acknowledges the support of media, businesses, community groups, police services, and public health units. We gratefully acknowledge our partners the Ministry of Transportation and The Beer Store.

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