



MEDIA RELEASE

EMBARGO

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May 11, 2010 (Toronto, ON) – campaign embraces new mediums: Smart Phone Apps and YouTube.

Launched today at Toronto EMS Ambulance Station in the Exhibition Grounds, the 22nd arrive alive DRIVE SOBER campaign marries old with new. Campaign components for 2010 include new PSAs, a refreshed Choose Your Ride image, and a Smart Phone App.

Ideas came partially from the Queen’s School of Business annual “Consulting for a Cause” day when Queen’s business students team up to compete for a charity. The top teams’ ideas included an “Arrive Alive App”, educational texting activities, and a 6:21 event. Both the Arrive Alive App and a 6:21 event will be carried out this year. The promotion of the Arrive Alive App through the use of PSAs will also remind us of the alternatives to driving impaired.

Spencer Rice of “Kenny vs. Spenny” volunteered his energy, his time and his crew to create a totally different Public Service Announcement intended specifically for the younger male audience. Two versions exist – one for broadcasters and one for YouTube.

With support from many road safety partners, the arrive alive DRIVE SOBER Marketing Committee refreshed the very successful Choose Your Ride image which will be shared across Ontario via 100 bus backs, 2,500 posters, and 10,000 postcards. And there is a new Choose Your Ride video PSA with Toronto Police Chief William Blair.

“We are pleased to support this campaign and will continue to work with arrive alive DRIVE SOBER and other partners to keep impaired drivers off our roads. There is absolutely no reason why anyone should drive after they have been drinking.” - Kathleen Wynne, Minister of Transportation.

“This year we have many supporters we are very appreciative for all of their involvement” said Alex Reid, vice-president of arrive alive DRIVE SOBER. “We can get a lot more accomplished working together.”

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BACKGROUNDER

In its 22 year, the arrive alive DRIVE SOBER campaign has evolved as it earns and retains support from many partners. This year the campaign is flourishing with sponsors at various levels and in varying capacities.

GOLD SPONSORS

The arrive alive DRIVE SOBER campaign recognizes two gold sponsors: the Ministry of Transportation and The Beer Store. Their support comes in the form of funds for arrive alive DRIVE SOBER materials (materials cost \$100,000+ – and all materials are shared for free). Support is also received by way of personnel, insight, display space, distribution costs and storage. The funds facilitate the creation of better products like the Phone App and our video PSAs and help get the message out in a bigger way.

MATERIALS SPONSOR

This year the Insurance Bureau of Canada is sponsoring the production and distribution of 65,000 insurance folders. The folders are shared on request with 400 community groups, police services, health units, etc. and at “big” events like the TTC Day and the Toronto Blue Jays Baseball day. *“Insurance Bureau of Canada (IBC) is grateful for organizations that, like Canada’s home, car and business insurers, work to educate Canadians about the dangers of impaired driving. IBC commends the important work of arrive alive DRIVE SOBER to help prevent the needless tragedies that too often result from drinking and driving.”* Heather Mack, Manager, Government Relations for IBC.

Fourth Wall Media supported the production of the first ever Arrive Alive App.

2010 PSAs were supported by Cancel Winter, Co-op Cab Company, Longest Yard, Pirate Radio and Lonesome Pine Studios, Rogers TV, and Spencer Rice of Kenny vs. Spenny.

CHOOSE YOUR RIDE POSTER AND BUS BACKS SPONSORS

Refreshing the image for Choose Your Ride was made possible with support from the CAA South Central Ontario, Diamond Taxi, Murray Newbigging Funeral Homes, Ontario Provincial Police – High Safety Division, Ornge Transportation, Streetseen Media, Toronto Emergency Measures Services, and Toronto Police Service. *“CAA South Central Ontario is dedicated to keeping roads safe for all users,”* said Teresa Di Felice, Manager, Government & Community Relations, CAA SCO. *“We strongly urge, before you head out, plan ahead and choose a safe ride home.”*