



M E D I A R E L E A S E

FOR RELEASE: November 23rd 2011 - 07:00 a.m.

Three new arrive alive DRIVE SOBER® PSAs timely for holiday & winter season

Party Smart!

This Christmas Holiday season arrive alive DRIVE SOBER releases an **Arrive Alive Holiday PSA** targeting party hosts and party goers. As well, arrive alive DRIVE SOBER is sharing 15,000 “Party Smart” home hosting kits across Ontario with tips, prevention strategies, RIDE Check booklets, and information on current penalties; the kits will be shared at events and via community partners.

Shut Out Impaired Driving

Jennifer Botterill, 3x gold medal winner and 5x World Champion winner with the Canadian Women’s Olympic Hockey team is joining **Toronto Maple Leaf Coach Ron Wilson** for the campaign’s 7th season. The Shut Out Impaired Driving theme complements the “Choose Your Ride” messaging also used by arrive alive DRIVE SOBER®.

Morning After

Lastly, a radio PSA that speaks to the issue of still being intoxicated the morning after has been produced after feedback from the public, police, and other road safety experts including Traffic Injury Research Foundation identified the issue as a concern and potential knowledge gap for drivers.

arrive alive DRIVE SOBER® gratefully acknowledges the support of media, businesses, community groups, police services, public health units and Traffic Injury Research Foundation.

We gratefully acknowledge our diamond partners: The Beer Store and Ministry of Transportation. We thank sponsors and supporters: RIDE Checks, Smart Serve Ontario, MLSE, Air Canada Centre, and Creative Bag.

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PSAs total views = 28,500+*