



## **arrive alive DRIVE SOBER® and Ornge launch summer #ChooseYourRide /#IHopeWeNeverMeet campaign at onset of Canada's Road Safety Week**

May 12 2015: arrive alive DRIVE SOBER® (AADS) and Ornge launch the #ChooseYourRide #IHopeWeNeverMeet summer campaign. Emergency services and AADS partners will be on site to deliver key messages about sober driving and the consequences for impaired drivers.

Demonstrations and activities will include Standard Field Sobriety Tests, Drug Recognition Evaluation, Intoxiclock, fatal vision goggles, impaired driving quizzes and more.

**What:** arrive alive DRIVE SOBER® and Ornge partner to launch the #ChooseYourRide campaign and educate on the importance of sober driving.

### **Who/Speakers and Special Guests:**

**Superintendent Gord Jones**, Toronto Police Service, Traffic Services and Co-Chair of Ontario Association of Chiefs of Police and Canadian Association of Chiefs of Police Traffic Committees

**Dr. Andrew McCallum**, President and CEO of Ornge

**Glenn Howard**, Canadian and World Champion Curler

**Patricia Jaggernaut**, CP24

**Sgt. Kerry Schmidt**, Ontario Provincial Police, Highway Safety Division

**Tom Burmaster**, President of arrive alive DRIVE SOBER®

**When:** May 12, 2015 at 10 a.m.

**Where:** Ornge Hangar, Billy Bishop Toronto City Airport (take the ferry from the bottom of Bathurst Street), Hangar 4A, Toronto, ON, M5V 1A1

### **For further information, please contact:**

Anne Leonard  
Executive Director  
arrive alive DRIVE SOBER®  
arrivealive@bellnet.ca  
416-485-4411

Joshua McNamara  
Corporate Communications Coordinator  
Ornge  
jmcnamara@ornge.ca  
416-937-5364