



MEDIA RELEASE

For release July 26th 2016 - 06:00

Students and Volunteers Campaign to Raise Awareness Ahead of the Holiday Long Weekend

arrive alive DRIVE SOBER® is partnering with the TTC, GO-Transit and the OPP for its annual Transit Week that involves three days of awareness designed to keep our roads safe especially this holiday long weekend. Our goal for this campaign is to heighten Ontarians' awareness of the dangers and repercussions if they make the mistake of driving impaired. arrive alive DRIVE SOBER will share 15,000+ Arrive Alive Passports in insurance folders with transit riders; the passports feature information about the legal ramifications such as: loss of licence, fines and fees, total costs exceeding \$22,500, criminal charges and more.

Activities begin on Tuesday, July 26th from 07:00 to 10:00 where travellers through the Whitby GO Station and the Union GO Station will receive materials with the most recent legislation regarding impaired driving and gentle reminders/strategies for getting home safe. On July 27th from 07:00 to 10:00, the campaign continues with arrive alive students and volunteers handing out more information at Yonge-Bloor Station. Finally, on July 29th from 07:00 to 10:00, volunteers will be stationed at Oakville Place Mall with messaging and reminders encouraging us all to plan ahead and drive sober this long weekend.

In addition to sharing materials with broadcasters, arrive alive DRIVE SOBER has been campaigning since early May, attending events including golf tournaments, high schools, safety days, Youth Day Toronto, conferences, and our own 22nd Annual Drive Straight Golf Tournament. This year the resources have included our new campaign, which can be found at arrivealive.org, which shares information about "the morning after" a night out drinking/drinking late.

We gratefully acknowledge our campaign sponsors and supporters, including the Ministry of Transportation of Ontario, The Beer Store, Smart Serve Ontario, and CAA SCO.

- 30 -

Visit www.arrivealive.org for more information.

Media Contact:
Anne Leonard
416-485-4411
@drivesober