



MEDIA RELEASE

For Release: Friday, February 3rd 2017 – 09:00 A.M.

Contact: Michael Stewart, 416-485-4411/416-434-7494

“Super Bowl Fans Don’t Let Super Bowl Fans Drink and Drive”

With the entire city buzzing over the Super Bowl this weekend and many picking up adult beverages on Saturday, **arrive alive DRIVE SOBER & R.I.D.E. Checks** are hosting the 2nd annual Super Bowl pre-parties at two The Beer Store locations on **Saturday, February 4th** to remind everyone to plan ahead and drive sober.

arrive alive DRIVE SOBER’s “pre-parties” will encourage The Beer Store customers to plan a safe ride home for themselves and their guests; arrive alive DRIVE SOBER will use home-hosting kits, foam footballs, quizzes and giveaways to share their message. On Saturday from **10:30am until 2:00pm** volunteers will interact with customers at two The Beer Store locations including the **Stockyard Beer Store** (2153 St. Clair Ave West) and the **Etobicoke Beer Store** (3560 Lakeshore BLVD W).

A final note from arrive alive DRIVE SOBER Program Director Michael Stewart “Don’t get sidelined Monday morning –if you drink a lot and stay up late, you can still be over the limit the next day”. <http://www.arrivealive.org/arrive-alive-toy-cars/>

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Arrive alive DRIVE SOBER is a registered charity (registered as Ontario Community Council on Impaired Driving) #88075 5939 RR0001 operating since 1989. We host the arrive alive DRIVE SOBER campaign. We do not telemarket, we do not use professional fundraisers.