



MEDIA RELEASE

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arrive alive DRIVE SOBER campaign launch “timely” with Canada’s National Road Safety Week and Victoria Day Weekend.

arrive alive DRIVE SOBER® launched its 29th annual sober driving campaign at the arrive alive DRIVE SOBER offices at 1387 Bayview Avenue on Tuesday, May 16th from 10:30am until 1:00pm. After 29 years of messaging, arrive alive DRIVE SOBER is continuing to raise awareness in general terms and also specifically about: thanking sober drivers (CAA SCO supported), the penalties for impaired driving, drugged driving, and being impaired in the morning.

Minister of Transportation Honourable Stephen Del Duca (Invited); OPP Media Officer, Sgt. Kerry Schmidt; Toronto Police Service, Inspector Andrew Norrie; President of The Beer Store, Ted Moroz and President of arrive alive DRIVE SOBER, Anne Leonard, all to speak at the launch at 10:30am.

“With the first long weekend upon us and the start of Canada’s National Road Safety Week, it’s timely for increased awareness.” said arrive alive DRIVE SOBER President Anne Leonard. “We thank everyone for doing their part to prevent tragedy on our roads & waterways this summer and throughout the year”.

arrive alive DRIVE SOBER gratefully acknowledges 30+ sponsors and supporters of the campaign this year including: Ministry of Transportation Ontario, The Beer Store, CAA SCO, SmartServe Ontario, Ornge, Glenn Howard, Patricia Jaggernauth, Spirits Canada, White Lioness Media, Ontario Paramedic Association, Toronto Emergency Measures Services, wonderMakr, Pirate Radio/Lonesome Pine Studios, Street Seen Media, TTC, GO Transit, Ontario Provincial Police, Toronto Police Service, The RIDE App, Cancel Winter, RIDEChecks the “Arrive Alive Troupe”, and broadcasters across Canada!

- 30 -

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OUR MISSION STATEMENT: to provide leadership and programs to eliminate impaired driving in Ontario and enable people and communities to share resources and information that will prevent injuries and save lives.