
MEDIA RELEASE

Experience the Evidence on 4/20.

For release: Friday April 20th, 2018 at 6:00am

Toronto, CA – arrive alive DRIVE SOBER® has partnered with the Ministry of Transportation of Ontario and CAA South Central Ontario (CAA SCO) to create “Experience the Evidence”, a 13-minute road safety resource offered to schools for free to address the myths, dangers, consequences and facts about drug-impaired driving.

With the impending legalization of cannabis, arrive alive DRIVE SOBER is concerned that increased use will lead to increased impaired driving incidents – a situation that was witnessed in several of the US jurisdictions that have allowed the recreational use of cannabis since 2012.

The current Federal legalization timeline means that schools only have until June to educate students about the dangers of drug-impaired driving before they embark on summer vacation. Currently, the video has been shared with almost 40 schools across Ontario, with invitations out to every high school in the province to receive it.

4/20 is a common cannabis-focused day, and provides the perfect opportunity to educate youth that drug-impaired driving comes with the same risks and consequences as alcohol-impaired driving. It also serves as a reminder that you should plan ahead for a safe ride home whether you are drinking or smoking.

“arrive alive DRIVE SOBER is launching its 30th annual sober driving campaign on May 8th” says Anne Leonard, President, arrive alive DRIVE SOBER. “In the past three decades, thousands of collisions have been avoided by changing the mindset on drinking and driving - and the same can be done for drug impaired driving. This year’s campaign will feature an increased focus on drug impaired driving messaging and materials.”

Visit arrivealive.org for more information.

- 30 -

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