
MEDIA RELEASE

30th arrive alive DRIVE SOBER® campaign launches ahead of cannabis legalization.

For Release: Tuesday, May 8th 2018 – 06:00 A.M.

Toronto CA - arrive alive DRIVE SOBER® is launching its 30th annual sober driving campaign in the St. Lawrence Lounge at 900 Bay St from 10:00am until 12:00pm. After 30 years of messaging, arrive alive DRIVE SOBER has become the most recognized road safety campaign in Ontario. We continue to share sober driving initiatives and programs that have helped contribute to a significant decrease in impaired driving fatalities.

Ahead of the legalization of cannabis, this campaign will remind Canadians that driving while impaired by drugs comes with the same risks and consequences as driving while impaired by alcohol. “We encourage all road users to plan ahead for a safe ride home” said 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.”

Stephen Rhodes, Deputy Minister of Transportation, Chief of Police Mark Saunders of Toronto Police Service, Inspector Vanessa Leslie of the Ontario Provincial Police and representatives from The Beer Store, Desjardins Insurance, CAA SCO, and Smart Serve Ontario will all speak at the launch at 10:15am.

At night on May 8th, the CN Tower will light up red & white to celebrate the 30th arrive alive DRIVE SOBER campaign and promote sober driving – with a standard light show running for 8 minutes at the top of every hour.

arrive alive DRIVE SOBER gratefully acknowledges its many sponsors and supporters of the campaign this year including: The Beer Store, Desjardins Insurance, Ministry of Transportation of Ontario, CAA SCO, Smart Serve Ontario, Toronto Police Service, Ontario Provincial Police, The RIDE APP, broadcasters across Canada, and our incredible volunteers!

Visit arrivealive.org for more information.

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Media Contact:
Peter Wytka
Administrative Director, arrive alive DRIVE SOBER
Office: 416-485-4411
Mobile: 647-529-6440

