



TORONTO, December 31, 2018

arrive alive DRIVE SOBER® winds down annual holiday campaign

“In 2018 arrive alive DRIVE SOBER hosted our campaign for the 30<sup>th</sup> year, with an increased focus on high driving; we are ending the year with two well-positioned activities” advises President Anne Leonard.

- **#HolidayRIDE** supported by Ontario Association of Chiefs of Police, CAASCO, The Beer Store, MolsonCoors Canada, Smart Serve Ontario, and 407ETR. Tweet to @drivesober with **#HolidayRIDE** before midnight tonight to enter the “Thanks for driving sober contest”.
- **#CorbySafeRides** - Free TTC on New Year’s Eve sponsored by Corby Spirit and Wine; @corbysw is also giving away six 12-month TTC passes for 2019 and donating funds to arrive alive DRIVE SOBER.

As always, we remind drivers that a typical impaired driving incident results in an immediate driver licence suspension and vehicle impoundment, and on conviction, a second licence suspension, ignition interlock requirement, back on track completion, fines, fees, increased insurance premiums, and more; costing a driver more than \$25,000.

*arrive alive DRIVE SOBER is a charity; we are **not** a ride sharing/taxi/designated driver service though we thank you planning a safe ride home. arrive alive DRIVE SOBER is the most recognized road safety campaign in Ontario; we operate programs and education that have culminated in significant decreases in impaired driving. We do not telemarket; we do not use professional fundraisers.*

Visit [arrivealive.org](http://arrivealive.org) for more information.

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