



October 6, 2011

IBAO Urges Students to Drive Safe and Sober this Thanksgiving Long Weekend

(Toronto, Ontario) As we head into the long weekend, many college and university students are returning home for the first time since heading off to school. The Insurance Brokers Association of Ontario (IBAO) is urging Ontario's students travelling home for the holidays to exercise caution and to not drink and drive this holiday weekend. IBAO has once again partnered with the Ontario Students Against Impaired Driving (OSAID) to spread the message on how tragic vehicle accidents can be avoided.

"It is an exciting time of year, as many first year college students head home for their first school break," stated IBAO CEO Randy Carroll. "While we will be celebrating and giving thanks this weekend, it's important to remind our students just how imperative it is that they not drink and drive."

A partnership that has lasted more than a decade, IBAO has been working with OSAID by informing Ontario drivers about the dangers of driving while under the influence. Another recent initiative is informing students on the dangers of distracted driving. "Students will be tempted to text their friends and family on their drive home," stated OSAID's Matt Evans. "We want to remind students on the dangers of texting and driving and urge them to place their cell phone in the backseat or trunk of their car to avoid the temptation while driving."

Every few months, IBAO likes to remind Ontario's students about the measures they can take to avoid getting into a vehicle where the driver may be impaired:

- Arrange for a designated driver;
- Take public transit;
- Arrange for a car or limo service;
- Call a cab.

"Ontario insurance brokers have a vested interest in serving communities across the province and keeping our neighbourhoods safe," added Carroll. "Through our partnership with OSAID, we are committed to providing Ontario students with the necessary knowledge and information required to make wiser decisions when it comes to their transportation options."

For more information on OSAID, students are encouraged to visit their new interactive website, www.OSAID.org

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The Insurance Brokers Association of Ontario (IBAO) is a 'not for profit' association that represents and serves the interests of over 11,500 independent Property & Casualty Insurance Brokers in the Province of Ontario. For information about IBAO, visit www.ibao.org or www.ibao.org/blog to receive timely news and information updates. You can also follow IBAO on Twitter or join the IBAO Facebook Fan Page.

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