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Provincial Brokers Urge Ontarians to Stay Safe and Drive Sober this Holidays Season

IBAO partners with OSAID to promote safe and sober driving

(Toronto, Ontario) With the Holidays fast approaching, the Insurance Brokers Association of Ontario (IBAO) is reminding Ontario drivers to stay safe and drive sober this festive season. IBAO is partnered with the Ontario Students Against Impaired Driving (OSAID) to spread the message on how tragic vehicle collisions can be avoided.

According to the Ontario Ministry of Transportation (MTO) more than 2,000 lives have been lost and more than 50,000 people have sustained injuries in collisions involving an impaired driver during the last decade. Drunk driving accounts for almost 25% of all fatalities on Ontario's roads.

Students are reminded of the serious infractions involved if they are found to be driving under the influence. MTO announced new laws in 2010 that if you are a fully licensed driver who is 21 and under or a novice driver and are caught with any alcohol in your blood, you will receive an immediate 24-hour roadside driver licence suspension and, if convicted, you will face a fine of \$60-\$500 and a 30-day licence suspension.

“Something Ontarians should be proud of is the recent announcement from Statistics Canada that Ontario has the lowest impaired driving offence rate in the country – 60 per cent lower than the rest of Canada,” stated IBAO CEO Randy Carroll. “Through our partnership with OSAID, we are committed to informing Ontarians about the dangers associated with impaired driving and provide them with tips on how to avoid being placed in a dangerous position.”

This holiday season IBAO suggests the following tips for Ontario drivers;

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

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

For more information on MTO visit, www.mto.gov.on.ca

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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 12,000 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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