



-FOR IMMEDIATE RELEASE-

# Teen Drivers 3 Times More Likely to be in Fatal Collisions Involving Alcohol

## *Professional Golfer Richard Scott and Insurance Brokers Urge Teens to Drive Sober and Take Action*

TORONTO, September 22, 2008, Today, Canadian Tour Member Richard Scott joined his sponsors, the Insurance Brokers Association of Ontario (IBAO), in kicking off The "*Drive Sober—Drive Your Community to Action*" initiative at Angus Glen Golf Club in support of the Ontario Students Against Impaired Driving (OSAID).

The "*Drive Sober--- Drive Your Community to Action*" event was built upon IBAO's ongoing support of OSAID to create awareness among Ontario's students about the dangers of drinking and driving.

"Community and family safety is at the heart of every Ontario insurance broker," said Rod Hancock, IBAO President. "IBAO is very pleased to continue supporting OSAID in the fight against impaired driving by motivating and educating teens to drive their peers to put safety first."

Through the support of 24 year-old Richard Scott, who is a former Ontario student from Kingsville, and who is arguably a great role model for teens, the initiative aims to encourage students to play an active role in their high schools by not only "driving" sober, but by also "driving" their community to action on this issue through involvement in programs such as those offered by OSAID.

"Making sure teens know the dangers of impaired driving is extremely important," said OSAID Executive Director Matt Evans. "Teen drivers are more than three times as likely to be involved in fatal collisions involving alcohol—so it's critical that students get out there and make their friends aware of the dangers."

Richard Scott was on hand this morning to show IBAO's members the key to a great drive, but also stressed the importance of driving action in the community.

"Every year, there are new teen drivers out on the road," said Scott. "Just like any golfer needs the right club, teens need the right tools and information to make smart decisions on the road."

The event was a part of a longstanding partnership between IBAO and OSAID. Ontario's insurance brokers have encouraged OSAID for over a decade with support for many of OSAID's programs and student chapters.

-30-

*The Insurance Brokers Association of Ontario (IBAO) is a 'not for profit' association that represents and serves the interests of over 10,000 independent Property & Casualty Insurance Brokers in the Province of Ontario.*

*OSAID reaches more than 300,000 students annually. Its goal is to strive for the reduction and elimination of alcohol and other drug related injury and death, with the focus on impaired driving.*

**For more information and interview opportunities, please contact:**

Emilie Smith, IBAO Public Relations Cell: (647) 282-5272 Email: [esmith@impactcanada.com](mailto:esmith@impactcanada.com)