



# Insurance Brokers Urge Students to Drive Safe and Sober this Fall

## *IBAO and OSAID Partner Together in Preparation for Back-to-School*

TORONTO, September 1, 2009. Today, the Insurance Brokers Association of Ontario (IBAO), in partnership with Ontario Students Against Impaired Driving (OSAID) are encouraging students to drive safe and sober as they head back to school this September.

A partnership lasting more than a decade, IBAO and OSAID are committed to teaching Ontario students about the dangers of driving while under the influence.

“September is a critical time of year to remind students about the dangers of driving under the influence,” stated Randy Carroll, IBAO CEO. “New students are busy preparing for their first semester, which may include participation in “Frosh Week” or other social events. With a large majority of them turning the legal age, it is the time to remind them of the essential values of driving sober.”

Students are encouraged to take leadership this fall by becoming an official OSAID ambassador at their school. It is the unique opportunity to educate their fellow peers about the dangers of driving under the influence. “If a student hears about the Drive Safe message from a respected peer, it will open the lines of communication and it will more likely positively influence their decisions,” added Carroll.

For more information on becoming an OSAID ambassador, students are encouraged to visit OSAID’s new interactive website, [www.OSAID.org](http://www.OSAID.org), officially launched today.

Encouraging safe driving has been and continues to be a central focus for IBAO and its members. Central to IBAO’s safe driving initiatives has been their long-standing commitment to OSAID.

“IBAO is very proud of our work with OSAID,” concluded Carroll. “Our brokers are committed to keeping students safe as we roll into fall.”

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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 10,000 independent Property & Casualty Insurance Brokers in the Province of Ontario.*

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