



The Ottawa Insurance Brokers Association Reward Local Drivers who don't Drink and Drive

Local Brokers complete successful MEGA RIDE Program

-FOR IMMEDIATE RELEASE-

OTTAWA, December 18, 2009, Last night, the Ottawa Insurance Brokers Association (OIBA) held its third and final MEGA RIDE Program for the 2009 winter season. In partnership with the RCMP, the OPP, the Military Police and the Ottawa Police Service, OIBA is seeking to make Ottawa roads safer this holiday season.

Last night's MEGA RIDE Program, which took place at the busy off-ramp of Maintland at the Queensway checked over 600 vehicles. The MEGA RIDE program was launched on December 3rd at Aviation Parkway and Cité Collégiale and a second MEGA RIDE program took place December 10th at Hazeldean and Terry Fox.

"We are so proud to be a part of a community program, in which its overall goal is to keep our citizens safe," said OIBA President Gregg Luesby. "In fact, this is the only RIDE Program in Canada where four police forces work in unison on a single RIDE event."

The MEGA RIDE Program, which OIBA has been involved with for the past 10 years, is made possible through sponsorship from the OIBA, Dominion of Canada General Insurance Company, Economical Insurance Group, Wawanessa Mutual Insurance Company and Gore Mutual Insurance Company.

In addition to the financial components made possible by the insurance community, local insurance brokers and staff from sponsoring insurance companies also contribute to the success of the Program by volunteering during MEGA RIDE nights. Specifically, the volunteer brokers are responsible for handing out hundreds of "thank you" water bottles to drivers who had not been drinking.

"Insurance brokers are committed to their communities. This program is committed to keeping our communities safe. It's the perfect fit" concluded Luesby.

-30-

The Ottawa Insurance Brokers Association (OIBA) is a 'not for profit' association that represents and serves the interests of over 500 independent Property & Casualty Insurance Brokers in Ottawa.

For more information, please contact:

Emily Reid

IBAO Public Relations

Tel: (613) 233-8906

Email: emily@impactcanada.com