



NEWS RELEASE

Host or Hazard?

Ontario Brokers Urge Drivers to Drive Safe and Sober this Holiday Season

(Ottawa, Ontario), December 23rd, 2010. Today, the Insurance Brokers Association of Ontario (IBAO) is urging Ontario drivers to practice safe and sober driving this holiday season.

“With the holidays fast approaching, adults and teens are celebrating the season by attending parties with friends and family to celebrate the year,” stated IBAO CEO, Randy Carroll. “IBAO is committed to encouraging those people to make the responsible decision by not drinking and driving. It is up to the host/hostess to ensure their guests have a safe and sober drive home.”

With a partnership lasting more than a decade, IBAO and the Ontario Students Against Impaired Driving (OSAID) are committed to informing Ontario drivers about the dangers of driving while under the influence.

Encouraging safe driving has been and continues to be a central focus for IBAO and its members. IBAO urges individuals hosting parties to exercise the following techniques when opening their homes during the holiday season:

- Keep a large supply of non-alcoholic beverage options for guests;
- Have cash on hand to provide to guests for taxis;
- Be prepared for unexpected guests to stay the night.

IBAO recommends party goers to exercise the following options to avoid any preventable tragedy associated with driving while impaired:

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

“Working together with great organizations like OSAID allows our brokers to reach out to Ontario drivers of all ages to ensure a safe and joyous holiday season,” concluded Carroll.

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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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