



Ontario Insurance Brokers Honoured by Popular Student Organization

Ontario Students Against Impaired Driving Recognize IBAO for its continued support

TORONTO, May 13 2008, Ontario Students Against Impaired Driving (OSAID) recently honoured the Insurance Brokers Association of Ontario (IBAO) with the 2008 Partners in Safety Award. IBAO CEO Randy Carroll was on hand to accept the award given out during OSAID's 21st Annual Conference held at Sheridan College in Oakville.

IBAO has supported OSAID for over a decade by having many of its member brokers fund local students to attend the OSAID Conference, by having the Association be a major sponsor of the Conference, and by providing funding for many of its important province-wide initiatives.

This past year, IBAO partnered with CTV to launch OSAID's "Dude, Where's My Licence?" contest which aimed to discourage the use of drugs and driving among teenagers. Specifically, IBAO helped pay for the advertising of this campaign on CTV and also contributed to cash prizes for the winners of the contest.

"The Dude, Where's My Licence? contest is just another example of the fine work that OSAID is doing in encouraging young people to do the right thing," said Carroll. "IBAO is very pleased to be associated with this well-respected student organization since community and family safety is at the heart of every Ontario insurance broker."

Another contribution which IBAO makes to OSAID annually is the granting of the Anna Pyle Memorial Scholarship which is awarded to a deserving OSAID student who demonstrated outstanding community involvement and leadership. Anna Pyle was an Ontario high school student who was killed by a drunk driver in the 80's. This year, the scholarship was awarded to Gabriella Iannetti of Notre Dame College School in Welland, Ontario.

"It is important for OSAID to recognize IBAO's support through the Partners in Safety Award," said OSAID Executive Director Matt Evans, "because without their support, it would be very difficult for our largely student-run organization to get our message across to as many Ontario teens."

In total, 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

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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

For more information or to obtain pictures of the event, please contact:

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