



# **Insurance Brokers Association of Ontario Sponsors Drive Safe Campaign**

## ***IBAO Joins Ontario Ministers in Launching Campaign***

TORONTO, June 8 2007, Today in Peterborough, the Insurance Brokers Association of Ontario (IBAO) participated in the launch of the Drive Safe Campaign lead by the Ontario Association of Chiefs of Police (OACP). Local Peterborough insurance broker and IBAO Vice President, Peter Blodgett, was on hand to kick off the event along with the Honourable Monte Kwinter, Ontario Minister of Community Safety, and the Honourable Donna Cansfield, Ontario Minister of Transportation.

In his speech, Mr. Blodgett said IBAO was very pleased to be associated with this campaign. “The safety of our children and families is, without a doubt, a cause that is very important to our member brokers. That is why we feel very strongly about partnering to promote the Drive Safe message.”

In its eighth year of participation, IBAO has donated \$10,000 this year to the Drive Safe Campaign that will go towards producing Traffic Safety booklets to be handed out during R.I.D.E spot-checks, at Collision Reporting Centers and at high schools. In addition to its monetary donation, IBAO will help distribute Drive Safe booklets and post Drive Safe signs throughout many of its member brokerages in Ontario.

Encouraging safe driving has been and continues to be a central focus for its member brokers, as IBAO is also a major sponsor of OSAID (Ontario Students Against Impaired Driving). Most recently, IBAO launched a province-wide blitz of radio advertisements in support of OSAID’s message during the May long weekend, and will do so again for the upcoming Canada Day long weekend.

“With all of us behind such a crucial message,” said Blodgett, “We are sure to make a difference in keeping our families safer this summer.”

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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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