



## **As Paris Hilton Leaves Prison, Students Push to Promote Anti-Drinking and Driving Message**

### ***IBAO-Sponsored Commercials Against Impaired Driving Wrap Up Successful Run***

TORONTO, June 26, 2007, Last night, the last of a long series of commercials created by the Ontario Students Against Impaired Driving (OSAID) and sponsored by the Insurance Brokers Association of Ontario (IBAO) aired on CTV's Northern Ontario channels. Coincidentally, these last commercials aired on the eve of Paris Hilton's release from jail on a DUI-related charge.

The OSAID public service announcements (PSAs) were filmed, directed and edited by OSAID member students from Sault Ste. Marie with the help of CTV. The PSAs began airing in April and increased in frequency starting in late-May as prom and graduation season kicked into full gear.

"While Paris is getting worldwide attention for drinking and driving, we are concerned that the local message against impaired driving is being ignored," said OSAID Executive Director Matt Evans. "However, we hope that as opposed to encouraging drinking and driving, this incident and our recent IBAO-sponsored ad campaign will lead young people to consider the seriousness of the issue."

At a time where celebrities seem to be glamorizing the act of drinking and driving, OSAID hopes to spread the message about the dangerous consequences of impaired driving through the help of partners like IBAO.

According to Evans, the Ontario insurance brokers' help was critical in making this project happen. "At the end of the day, if we didn't have IBAO sponsoring this project, it just wouldn't have been possible and our important message couldn't have been promoted on such a large-scale."

IBAO CEO Randy Carroll said that it has always been a focus of his organization to support community-related causes since insurance brokers are first and foremost community involved people who care deeply about youth and safety.

However, Carroll said that this OSAID PSA project was particularly special to the insurance brokers because it dealt with teens sending out an important message to their peers about making smart decisions and driving safely.

"We feel privileged to be associated with such outstanding young people as the student members of OSAID," said Carroll. "It's with great pleasure that IBAO supports these young adults and we congratulate them on a very successful run of community involvement through their PSAs."

-30-

*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.*

*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*

#### **\*Local insurance broker and OSAID representative available for interview\***

For more information, contact:

Catherine Fortin Major

Office: (613) 233-8906 Cell: (613) 447-1543

Email: [catherine@impactcanada.com](mailto:catherine@impactcanada.com)