



## IBAO Renews Support for OSAID Campaign Against Impaired Driving

TORONTO, July 23, 2007 – Today, the Insurance Brokers Association of Ontario (IBAO) announced the renewal of its financial support for a long series of commercials created by the Ontario Students Against Impaired Driving (OSAID) which air on CTV's Northern Ontario channels.

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. The success of the commercials and the importance of the message prompted IBAO to renew their support and subsidize these commercials for another nine weeks of air time.

According to IBAO CEO Randy Carroll, this extension is of particular importance considering a report issued by the OPP earlier this month which stated that fatal crashes on Ontario highways are up dramatically from last year with drunk driving being one of the primary causes. 191 people have already been killed on OPP-patrolled highways this year, compared to 153 in the same time period last year, reports OPP Commissioner Julian Fantiano.

In renewing the campaign, IBAO will see the PSAs appear on more channels and will allow this critical message to reach the largest possible audience.

According to OSAID Executive Director Matt 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."

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

"We feel privileged to be associated with such outstanding young people as the student members of OSAID," said Carroll. "IBAO recognizes the value of continuing this campaign and we are pleased to support these young adults and their important message."

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*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\***

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