



Ottawa Insurance Brokers Help Police Crack Down on Drinking and Driving

OIBA Brokers Launch Season's First MEGA RIDE Program

-FOR IMMEDIATE RELEASE-

OTTAWA, December 7, 2007, Last night, the Ottawa Insurance Brokers Association (OIBA) launched its first MEGA RIDE Program for the 2007-2008 winter season. In partnership with the RCMP, the OPP, the Military Police and the Ottawa Police Service, OIBA is seeking to make Ottawa roads safer this holiday season.

Last night's MEGA RIDE Program, which took place at the busy intersection of Riverside Drive and Heron Road, checked over 675 vehicles. As a result of the check, two suspensions were handed out, one traffic ticket was given, and there was one drug seizure.

"We're thrilled to be involved with such a unique community program," said AON Reed Stenhouse Inc. Vice-President, and OIBA Past President David Denyer." In fact, this is the only RIDE Program in Canada where four police forces work in unison on a single RIDE event."

The MEGA RIDE Program, which OIBA has been involved with for the past 8 years, is made possible through sponsorship from the Insurance Brokers Association of Ontario (IBAO), The Dominion of Canada General Insurance Company, Economical Mutual Insurance Company, Gore Mutual Insurance Company & Wawanesa Mutual Insurance Company.

In addition to the financial components made possible by the insurance community, local insurance brokers and staff from sponsoring insurance companies also contribute to the success of the Program by volunteering during MEGA RIDE nights. Specifically, the volunteer brokers are responsible for handing out hundreds of "thank you" mugs to drivers who have not been drinking.

"It's very important for us insurance brokers to be involved in the community," said Denyer, "and by taking part in this campaign, we're helping get impaired drivers off the roads this holiday season so that our communities are safer."

The OIBA will be holding two other similar events at different Ottawa locations in the weeks to come, the next taking place on Thursday, December 13.

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The Ottawa Insurance Brokers Association (OIBA) is a 'not for profit' association that represents and serves the interests of over 500 independent Property & Casualty Insurance Brokers in Ottawa.

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