



## **Ontario Insurance Brokers Sponsor Holiday Safety Message on the Air**

### ***IBAO Helps Ontario Students Against Impaired Driving Spread its Message***

TORONTO, December 21 2007, The Insurance Brokers Association of Ontario (IBAO) has kicked off its holiday safety campaign by sponsoring radio messages on the airways of 38 radio stations across Ontario. The insurance brokers have purchased these radio spots in an effort to help spread the Ontario Students Against Impaired Driving (OSAID) message of driving responsibly during this holiday season.

This season's radio campaign initiative, running until December 31, is one of many projects that IBAO has undertaken in support of OSAID and other safe-driving initiatives this year.

"We want to help remind people to drink responsibly and drive safely this holiday season," said IBAO CEO Randy Carroll. "Over the years, we've been especially committed to this cause which affects every community where brokers are located province wide."

Within their communities, individual brokers are also supporting local students involved in OSAID, as well as sponsoring RIDE checkpoints. Last night, the Ottawa Insurance Brokers Association held its third MEGA RIDE program this month to crack down on drunk drivers in Ottawa and to reward those not drinking with a gift mug.

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*

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