

# LCBO stores raise funds for Ontario Students Against Impaired Driving

**For Immediate Release...Toronto, ON – October 29, 2009** — Starting November 1, the public can help support OSAID, Ontario Students Against Impaired Driving, by making a donation at any of the LCBO stores throughout Ontario. Donation boxes for OSAID will be displayed at LCBO checkout counters until November 30.

OSAID reaches more than 300,000 students annually and presently manages over 400 OSAID chapters with 5,000 volunteers with a staff of two. All these students and volunteers are seeking to reduce driver risk and injury in the Province of Ontario. Funds raised through this campaign will help to promote the “call me” program and the regional Student leadership workshops and across Ontario.

“We appreciate the support we receive from the LCBO, its employees and especially its customers. The LCBO’s province-wide store network is a very effective way for us to raise awareness and funds to carry out the work we do,” says Matt Evans, OSAID Executive Director. “We are encouraging parents across Ontario to donate a loony when they visit their local LCBO store.”

The OSAID is one of 26 provincial and numerous local charities that will benefit from the LCBO’s province-wide donation box program in 2009. Last year, \$1.3 million was raised through LCBO’s in-store donation box program. In addition, LCBO’s annual dividend transfer to the Ontario government, which totaled \$1.4 billion in fiscal 2008-09, excluding taxes, supports a wide range of important government programs, services and priorities, including health care and education.

“We are pleased to partner with OSAID,” says LCBO President and CEO Bob Peter. “LCBO’s customers and staff have always responded generously to worthy causes, and we appreciate whatever they can give to help their fellow Ontarians.”

OSAID has been a registered Canadian Charity since 1989, and the Insurance Brokers Association of Ontario (IBAO) has proudly supported this community focused organization for over a decade. IBAO is pleased to support programs that educate students to become leaders in their communities by encouraging their peers to make smart choices in their lives.

“Similar to Ontario insurance brokers, OSAID is dedicated to serving communities across the province by making our streets and neighbourhoods safer,” says Randy Carroll, CEO, IBAO. “IBAO members see an incredible benefit in supporting OSAID programs, especially the donation box campaign which helps to provide financial support for many of their community programs.”

The OSAID thanks the public for its support when shopping at their local LCBO store during November.

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