



Brokers Urge Ontarian Teens to Drive Safe and Sober This Long Weekend

(Toronto), September 3rd, 2010. Today, the Insurance Brokers Association of Ontario (IBAO) is urging Ontarian teens to drive safe and sober this Labour Day weekend. IBAO has once again partnered with the Ontario Students Against Impaired Driving (OSAID) to spread the message on how tragic vehicle accidents can be avoided.

In a press release distributed yesterday, the Ontario government released some startling statistics:

- In Ontario, 235 drivers age 21 and under were killed in drinking and driving collisions between 1996 and 2006.
- The average number of drinking drivers involved in fatal crashes during the summer months is about 70 percent higher than other times of the year.

“Ontario insurance brokers have a vested interest in serving communities across the province and keeping our neighbourhoods safe,” stated IBAO CEO Randy Carroll. “Through our partnership with OSAID, we are committed to providing Ontario students with the necessary knowledge and information required to make wiser decisions when it comes to their transportation options.”

Ontario students are about to embark on new year of school and this long weekend is often a tempting time for new students to participate in hazardous activity. There are a number of measures you can take to avoid getting into a vehicle where the driver may be impaired.

- Arrange for a designated driver;
- Take public transit;
- Arrange for a car or limo service;
- Call a cab.

On top of the preventative safety measures associated with safe driving, the Ontario government announced tough new driving penalties for young and new drivers on August 1st. This new legislation states that all young drivers under the age of 21 and new motorists will be required to have a zero blood alcohol level when behind the wheel.

The following consequences associated with the new legislation include:

- All drivers 21 years of age and younger must have a zero blood alcohol level when they get behind the wheel or face:
 - An immediate 24-hour licence suspension
 - 30-day licence suspension
 - Up to \$500 in fines

IBAO applauds the Ontario government’s recent changes to the provinces drinking and driving laws for young drivers. And, with their partnership lasting more than a decade, IBAO and OSAID are devoted to keeping Ontario streets and neighbourhoods safe.

For more information on OSAID, students are encouraged to visit their new interactive website, www.OSAID.org

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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 11,400 independent Property & Casualty Insurance Brokers in the Province of Ontario. For information about IBAO, visit www.ibao.org or www.ibao.org/blog to receive timely news and information updates. You can also follow IBAO on Twitter or join the IBAO Facebook Fan Page.

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