



November 2, 2011

Ontario Brokers Association Announce Provincial Sponsorship of Operation Red Nose

IBAO partners with the Ontario Safety League to Sponsor Provincial Host

(Toronto, Ontario) Today, the Insurance Brokers Association of Ontario (IBAO) announced its provincial sponsorship of Operation Red Nose in partnership with the Ontario Safety League. IBAO's sponsorship guarantees all 'Red Nose' vehicles are properly insured for the 2011 season.

Since its creation in 1984, Operation Red Nose and its safe ride home service have become the most important road safety campaign against impaired driving in Canada. Today the program is run on Thursdays, Fridays and Saturdays from 9:00PM to 3:00AM during the time frame of November 25th to December 31st of each year. Thousands of rides are provided each night of operation across the country.

"We are thrilled to announce our partnership with the Ontario Safety League as the official sponsor of such a special program," stated IBAO CEO Randy Carroll. "Operation Red Nose is an amazing service offered in many communities across Ontario and we are proud to support their initiative in encouraging responsible behavior with regards to impaired driving. We want all Ontario citizens to stay safe this holiday season."

The Ontario Safety League is the "Provincial Host" of Operation Red Nose for Ontario. Today, the official national program was launched in Québec, where the program originated. Throughout the month of November, community launch dates will be held in all 15 participating regions across Ontario. The official Ontario launch will be held on November 17th, 2011 at Queen's Park in Toronto with IBAO's Chairman, Bryan Yetman.

"We welcome the dynamic partnership of IBAO and believe their members will assist in expanding the program across Ontario," said Brian Patterson, Ontario Safety League President and CEO. "They are a natural partner that will help strengthen the message of road safety in each community."

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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 12,000 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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