



## Insurance Brokers Applaud Ontario's Ban on Hand-Held Devices While Driving

TORONTO, October 26, 2009. Today, the Insurance Brokers Association (IBAO) is applauding Ontario's ban on hand-held devices while driving. The new law will make it illegal for drivers to talk, text, type, dial or email using hand-held cell phones and other hand-held communications and entertainment products while operating a motorized vehicle.

Starting today, drivers will have a three-month education period before the police begin distributing fines on February 10, 2010 of up to \$500 for drivers who are caught using their hand-held devices.

"When a driver chooses to operate a hand-held device while driving, they are four times more likely to cause a collision in comparison to a driver who stays alert," said IBAO CEO Randy Carroll. "We are pleased that this law has officially come into effect, as our main priority has and always will be, keeping Ontarians safe."

Police, paramedics and firefighters will continue to be allowed to use hand-held devices when performing their duties. All drivers may use hand-held devices to call 9-1-1.

"This law will save lives. Insurance brokers are committed to their communities and we are always encouraging Ontarians to drive safe and responsibly," concluded Carroll.

Insurance brokers are known for their commitment to their community and keeping Ontarians safe. Encouraging Ontarians to be responsible by not driving while operating a hand-held device is an example of how insurance brokers remain committed to informing and protecting citizens in their communities.

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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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