



Planning for Prom means Planning for a Safe Ride

Ontario Insurance Brokers Urge Teens to Drive Safe and Sober during Graduation Season

(Toronto), May 17, 2010. Today, the Insurance Brokers Association of Ontario (IBAO), in partnership with Ontario Students Against Impaired Driving (OSAID) is warning Ontario teens about the dangers of driving while under the influence this graduation season.

“With prom season just around the corner, teens will be attending numerous BBQ’s, pool parties and grad events,” stated IBAO CEO, Randy Carroll. “IBAO and OSAID are committed to educating and reminding Ontario students about the importance of staying safe, while having fun during this celebratory season.”

Encouraging safe driving has been and continues to be a central focus for IBAO and its members. IBAO urges teens to exercise the following options to avoid any preventable tragedy associated with driving while impaired:

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

With a partnership lasting more than a decade, IBAO and OSAID are committed to teaching Ontario students about the dangers of driving while under the influence.

“Brokers are committed to informing and protecting people in their communities,” continued Carroll. “Alcohol-related deaths are still the number one cause of death for people aged 16-24 in Ontario. By educating the young people of this province, we are providing them with all of the necessary knowledge to help prevent such tragedies that in turn may save their own lives and the lives of their friends and loved ones.”

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

-30-

The Insurance Brokers Association of Ontario (IBAO) is a ‘not for profit’ association that represents and serves the interests of over 11,000 independent Property & Casualty Insurance Brokers in the Province of Ontario. For information about IBAO, visit www.ibao.org

For more information, please contact:

Emily Reid, IBAO Public Relations

Office: (613) 233-8906, Cell: (613) 796-4708

Email: emily@impactcanada.com