

Media Release

Ministers Kwinter and Cansfield join Police Chiefs in Peterborough to Kick Off the 2007 R.I.D.E. Drive Safe! Campaign

For immediate release: June 8, 2007

(Peterborough, ON) – Ontario's police leaders were joined today by community and Ontario Government supporters to kick off the *2007 OACP R.I.D.E. Drive Safe!* campaign. The campaign will emphasize the need for all motorists to develop good driving habits in order to ensure that everyone gets home safe.

"This year's theme, **'It's Not Child's Play. Drive Safe!'** emphasizes the need for motorists to take their driving serious so that tragedies on our roads can be avoided," said Chief Terry McLaren, President of the Ontario Association of Chiefs of Police (OACP) at the campaign launch in Peterborough.

Ontario Community Safety and Correctional Services Minister Monte Kwinter, Transportation Minister Donna Cansfield, and numerous community sponsors joined Chief McLaren to help launch the 2007 campaign. Police services across the province will distribute an informational *Drive Safe!* booklet at land and marine R.I.D.E. stops across the province. The booklet contains traffic safety-related information on such issues as:

- Seat belt safety;
- Focusing on the road;
- Avoiding aggressive driving;
- Ensuring children are in properly installed car seats;
- Giving way to emergency vehicles;
- Recognizing when someone is unfit to operate a motor vehicle; and
- Avoiding the serious consequences of distracted driving and driving under the influence of alcohol.

"Too often accidents on our roads could have been avoided," said Minister Kwinter. "I encourage drivers to focus on driving and remember that the roads are shared by all. Safe driving is everyone's responsibility."

"Keeping our roads safe is not just a law enforcement responsibility. Everyone has an important role in promoting traffic safety in our communities," said OACP First Vice-President Chief William Blair of Toronto Police Service. "Driving is a both a privilege and a responsibility. By focusing on our driving and other motorists around us, we can all do our part to prevent tragedies from occurring."

In addition to the booklet distribution, *Drive Safe!* posters will be on display at 600 LCBO stores across Ontario, 1000 insurance brokers' offices, government offices, police stations, and at select sponsor locations.



Ontario Association of Chiefs
of Police

For more information, contact:

Joe Couto

Director of Government
Relations and
Communications

T. (416) 926-0424 ext. 22

F. (416) 926-0436

C. (416) 575-1731

E. jcoutho@oacp.on.ca

40 College Street
6th Floor, Suite 605
Toronto, ON
M1E 2G6

Sergeant Robert Caister

Peterborough Lakefield
Community Police
T: (705) 876-1122 ext. 254

**The Ontario Association of
Chiefs of Police is the
voice of Ontario's Police
Leaders, representing the
30,000 sworn and civilian
members of police
services across the
Province.**

Ontario's police leaders are proud to work closely with the Government of Ontario and the following community supporters to make sure all Ontarians return safely to those waiting at home:

- **Accident Support Services International**
- **Bloodalchoholeducator.com**
- **Canadian Wireless Telecommunications Association**
- **Canpar**
- **Diageo Canada**
- **Insurance Brokers Association of Ontario**
- **Intransit Network**
- **LCBO**
- **Ontario Community Council on Impaired Driving**
- **Smart Serve Ontario**
- **Spirits Canada**
- **TaxiMiles**
- **The Student Life Education Company Inc.**
- **Toronto Blue Jays Baseball Club**
- **Via Rail Canada**

"We count on our many community partners to help us get the message out that good driving habits save lives," said Chief McLaren. "With their support, we will reach Ontarians across the province."