

To all of our fellow Ontarians, we love the communities we operate in and are grateful to be a part of them. Our job is to sell great beer and we make it a priority to sell it responsibly, every single day. Here are some ways you can help keep our roads safe:

- 1 Keep Our Roads Safe.** Impaired driving is the leading cause of criminal deaths in Canada.
- 2 Have The Conversation.** Talk to your children about safe alcohol use and let them know they can rely on you for a safe ride home.
- 3 Hand Over The Keys.** If you plan on drinking, leave the keys at home or hand them over to your host or designated driver.
- 4 Stay Overnight.** Only time can reduce your Blood Alcohol Concentration. Plan to stay the night at your host's, or offer your guests the option.
- 5 Take A Cab Or Public Transit.** Check your local transit routes before you head out, and remember your bus pass or cash fare.
- 6 Call Home.** Even if it's late, your loved ones would rather pick you up than risk driving impaired.
- 7 Avoid Fines and Fees.** Convicted impaired drivers face monetary penalties, legal fees, and insurance increases - the average cost is between \$20,000 and \$30,000.
- 8 Keep Your Licence.** First-time impaired drivers will lose their licence for a year, with escalating sanctions for repeat offenders.
- 9 Enjoy Responsibly - Arrive Alive.**

BEER STORE

arrive alive
DRIVE SOBER.
arrivealive.org