



“*Santa’s Sober Sleigh*” is pulling into town! **Brain Injury Association of Niagara’s** annual seasonal campaign promotes responsible celebrations while raising public awareness and reinforcing the prevention message **“Don’t Drink and Drive!”**

While you’re checking your **“to do”** list this holiday season, make sure it includes designating a sober driver. **“Don’t Drink and Drive! DO NOT accept a RIDE with a driver who has been drinking”!** Look for the **“Santa’s Sober Sleigh”** poster featured at participating bars and clubs in the Niagara region, providing \$5 vouchers that are redeemable toward the cost of a taxi ride home for drinking drivers or their passengers. The campaign runs from **December 11th, 2009 to January 1, 2010.**

Compared with other regions in Ontario, Niagara region has one of the highest numbers of deaths and serious injuries per capita for motor vehicle collisions. *Please, before you pick up your keys to drive after drinking think of those who are waiting for you at home and don't drink and drive. Please drive sober!”*

Brain Injury Association of Niagara would like to remind everyone that **YOU** can make a difference in reducing holiday fatalities, as each one of us has a role to play in the fight against impaired driving.

Our community sponsors and/or partners include: Astral Media Radio stations - 105.7 FM EZ Rock, 610 CKTB and 97.7 HTZ-FM, Kiwanis TV Bingo, along with participating bars and clubs in the Niagara region, in liaison with 5-0 Taxi, 4500 Taxi and Port Taxi.

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