



Think & Drive

FACT SHEET

WHEN IT COME TO DRINKING AND DRIVING THERE ARE SMARTER CHOICES

Alberta Infrastructure and Transportation's Traffic Safety Initiative, the police and checkstop want you and your friends to enjoy yourselves. More importantly, we want you, and the others who share the road with you, to be safe and free of persons who drink and drive.

"No one wants their celebrations to end in tragedy," says Jeanette Espie, Executive Director of the Traffic Safety Initiative. "Even though most people know that drinking and driving can be deadly, there are still many who think it's okay to drink and drive. People just don't seem to realize that driving under the influence of alcohol or drugs is a serious offence that can have tragic consequences."

Some of the consequences impaired drivers can expect to face are:

- heavy fines;
- a criminal record;
- an automatic minimum three-month administrative driver's licence suspension.
Once convicted, an additional licence suspension for a minimum of one year.
- significantly higher automotive insurance costs; and
- possible jail terms.

And that's if they are lucky enough to avoid a motor vehicle collision causing injury or death. Last year alone, 87 people died in alcohol related collision in Alberta.

Alberta Infrastructure and Transportation is asking Albertans to take charge this holiday season. The smartest thing people can do is plan ahead. It is up to all of us to support positive and reliable alternatives to drinking and driving. Smart choices like designating a driver or using alternate modes of transportation will prevent tragedy and further promote safety on our streets.

Albertans are asked to stop and THINK rather than getting behind the wheel if they are going to be drinking. Don't be a risk to yourself or others on the road. Make a smart choice and don't drink and drive.

(November 2007)

Make the smart choice. Don't drink and drive.

If you have any suggestions on traffic safety issues that are of interest to you and your community, or for more information, contact:

Traffic Safety Initiative, Alberta Infrastructure and Transportation
Main Floor, Twin Atria, 4999 – 98 Avenue, Edmonton, Alberta T6B 2X3

Ph: (780) 422-8839 Fax: (780) 422-3682

Outside Edmonton Call 310-0000 and ask for 422-8839

www.saferoads.com