



The OSL is dedicated to reducing deaths, injuries and destruction in Ontario through education and safety awareness.

NEWS RELEASE

Extreme driving has extreme consequences - the same message again comes from Paul Tracy, the Ontario Safety League, Insurance Bureau of Canada, and frontline police officers across Ontario

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FOR IMMEDIATE RELEASE

He pushes the speedometer to over 220 on the race track, but Canadian race car champ Paul Tracy has a different message for drivers of all ages: Extreme driving on our roads and highways is uncool and, more importantly, it leads to extreme consequences. These include hundreds of traffic related deaths each year and thousands of injuries resulting in permanent disabilities.

"If you want to prove yourself behind the wheel, save it for the race track," said Tracy, the 2003 Champ Car World Series Champion.

Tracy has joined forces with the Ontario Safety League, Insurance Bureau of Canada and the Ontario Association of Chiefs of Police to stamp out Extreme Driving by appearing in a series of Public Service Announcements that have been provided to television networks since 2007 across Canada.

Brian Patterson, President of Ontario Safety League, explained that Extreme Driving encompasses high risk behaviour behind the wheel including driving at high speeds, failure to consider weather conditions, or driving while distracted, fatigued or under the influence of alcohol or drugs.

"Drivers have to be made aware of the fact that within seconds, this type of driving can lead to a lifetime of misery. There have been several tragic examples of this recently and it's time we demand that all drivers take responsibility for their behaviour," he added.

The McGuinty government is sparing no efforts in going after street racers. Maximum fines for racing have been increased from \$ 1,000 to \$ 10,000 -- the highest in Canada.

Police can immediately suspend licences and impound cars for seven days if they suspect street racing or stunt driving or contests. Since this bill was enacted 19 months ago it is estimated that we have lowered the number of road fatalities by 150 on annual basis.

"It's time to deliver a categorical message to all drivers that extreme driving is simply not socially acceptable. Those who don't understand this, and in many cases their peer group and their parents, need to be told that there is nothing smart or cool about extreme driving. It is a deadly behaviour, pure and simple," said Don Forgeron, Vice-President in Ontario, Insurance Bureau of Canada (IBC).

"This weekend police forces across the province will be engaged in activities and initiatives that highlight the critical difference between the professional activity of racing and the kind of extreme activity on our roads that results in carnage, injury and fatalities" Patterson said.

Please click the link below for Paul Tracy PSA. You are free to attach to your website or download for broadcast.

<http://www.osl.org/releases.asp?flash=yes>

For more information contact:

Brian J. Patterson C.F.E
President & General Manager
Ontario Safety League
Phone (416) 629-2890
E-mail: bpatterson@osl.org