



RISK takers
meet Undertakers.

#DriveSafe





Collect Even More e-Canadian Tire 'Money'[™] with this 3x Top-Up coupon.









Only at participating Canadian Tire gas bars. With payment in kiosk only. Coupon valid until September 30, 2016.

*Make a qualifying fuel purchase and redeem this coupon along with your My Canadian Tire 'Money' Card, Canadian Tire Options[®] MasterCard[®], or Options[®] World MasterCard[®] to collect an additional 3x multiplier reward in e-CT 'Money'. Only valid at participating GAS+ locations. Minimum 15L fuel purchase required. Cash, Debit or Gift Card customers may not redeem this coupon for paper Canadian Tire 'Money'[™]. The 3x bonus is based on the weekly Canadian Tire Petroleum multiplier rate of collecting e-Canadian Tire 'Money', and will be added to whatever you would otherwise collect, without the bonus. Applicable multiplier rate and chart posted at gas bar. **Coupon is for one time use only and must be surrendered at time of redemption. May not be combined with any other offer.** Terms and conditions apply to collecting and redeeming. Visit canadiantire.ca for more information.^{®/™} unless otherwise noted, all trademarks are owned by Canadian Tire Corporation, Limited. ^{®/™} MasterCard and the MasterCard Brand Mark are registered trademarks, and PayPass is a trademark, of MasterCard International Incorporated.

Cashier: please refer to the CTR 3X Top-Up guide posted on portal for instructions



4 94940 84000 8

Example only:

12x +
Weekly
Multiplier Rate



3x Top-Up
Coupon

= 15x
NEW
Multiplier Rate



It pays to buy gas here

message from
**the Ontario Association
of Chiefs of Police**

Ontario roadways are among the safest in North America. This success is the result of government, law enforcement, community groups and the general public working together to prevent needless deaths. We now need to turn our attention to distracted driving.

Ontario Provincial Police (OPP) statistics show that in 2015 distracted driving-related deaths eclipsed drunk driving fatalities for the seventh-straight year.

Police officers consistently report seeing individuals using mobile devices, grooming, using navigation systems, and playing with their radio.

The Ontario Association of Chiefs of Police's (OACP) 2016 Drive Safe! R.I.D.E. campaign is designed to raise public awareness about the dangers of distracted driving. Our theme, "Risk Takers Meet Undertakers," sums up what we believe – reckless behaviour is not worth the risk when it comes to driving.

When you're behind the wheel, keep your attention completely on the road. If you're a passenger, do not distract your driver. Ontario's police leaders want everyone to get home safe and sound.



Chief Jeff McGuire
President, the Ontario Association of Chiefs of Police

Driving demands **YOUR** full attention **EVERYTIME**

you get behind
the wheel.

What is Distracted Driving?

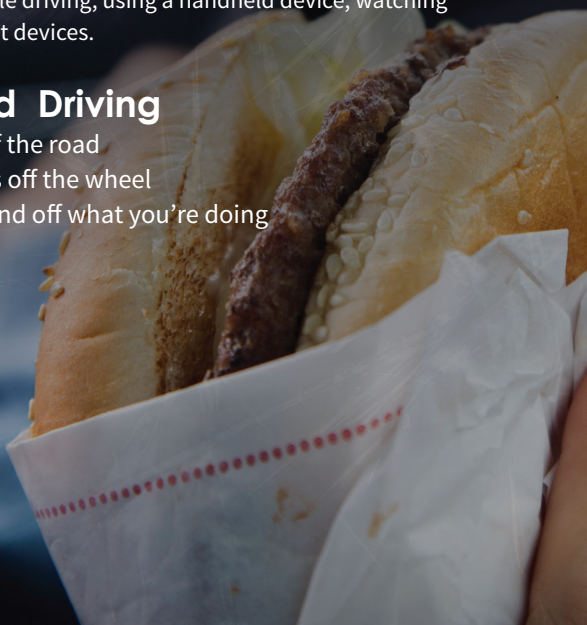
Distracted driving can be defined as any activity which takes a driver's attention away from driving and can include: adjusting the stereo; searching for something in the car; eating or drinking while driving; using a handheld device; watching television or other entertainment devices.

Types of Distracted Driving

VISUAL - taking your eyes off the road

MANUAL - taking your hands off the wheel

COGNITIVE - taking your mind off what you're doing



WHY DRIVE WHEN
YOU CAN TAKE THE TRAIN?

If you drive when you are unable to give all of your attention to your driving, you're putting yourself, your passengers, and others at risk. **You can make a difference.**

Tips for Driving **UNDISTRACTED**

1. **Keep the phone out of arms reach.** Put it in your glove compartment or leave it in your purse, which you can put in your backseat.
2. **Turn off your phone when you're driving.** If you don't hear it ring, you can't pick it up.
3. **Download anti-texting software onto your phone.**
4. **Don't text or call others when you know they are driving.** Parents often call their teenagers to make sure they are safe on the road or have safely reached their destination. But calling or texting them while they are driving may cause them to be distracted.
5. **Have a designated "texter" while driving.** If you have a friend or passenger in the car with you, have them answer the phone or respond to a text message.
6. **Remember that distracted driving is just as bad as impaired driving.** Several studies have shown that texting while driving impairs your driving ability in the same way that alcohol does.
7. **Imagine the pedestrians and passengers in the other cars are people you know and love.** Would you want a distracted driver on the road if your loved ones were there? Also, driving distracted with passengers in your car puts their lives at risk as well as yours. It also sets an example that you don't want others to mimic.




A MORE HUMAN WAY TO TRAVEL VIA Rail Canada



Distracted driving kills.

The facts on distracted driving are extremely disturbing:

- The Ontario Provincial Police estimates that distracted driving deaths eclipsed drunk driving fatalities for the seventh straight year in 2015
- Driver distraction is a factor in 4-million motor vehicle crashes in North America each year (CAA)
- Distracted drivers are 3 times more likely to be in a crash than attentive drivers (Alberta Transportation, 2011)
- 80% of collisions and 65% of near crashes have some form of driver inattention as contributing factors (National Highway Traffic Safety Administration, 2010)
- Drivers engaged in text messaging on a cellular phone are 23 times more likely to be involved in a crash or near crash event compared with non-distracted drivers. (Virginia Tech Transportation Institute, 2010)
- Economic losses caused by traffic collision-related health care costs and lost productivity are at least \$10-billion annually or about 1% of Canada's GDP (Government of Canada)



Ignore the distractions.
Focus on the drive.
Get home safe.

#likelife

ibc.ca |  

IBC  BAC



Drinking and Driving is an Expensive Gamble.

A convicted offender faces the following costs:

ITEM	COST
Legal Costs (estimated range)	\$2,000 – \$10,000*
Criminal Code fine	\$1,000-\$5,000*
Back on Track program	\$578
Licence reinstatement fee	\$150**
Increased insurance (est. \$5,000 extra per year for 3 years)	\$15,000*
Ignition Interlock	\$1,500*
Total Estimated Cost* (plus applicable taxes on some items)	up to \$28,000*

* actual costs may vary

**Effective July 1, 2015, reinstatement fee is \$180
Information provided by MTO

FACT

Every year some 160 lives are lost and more than 3,350 people injured in collisions involving a drinking driver.

It's Our Job to Say NO!

As Beer Store employees, we have the responsibility and right to challenge and refuse anyone who appears to be intoxicated or under the legal drinking age.

It's also our job to say YES to selling Ontarians fresh beer and taking back all the containers and packaging we sell to help preserve our environment.

We take these responsibilities very seriously. We owe it to you and the community to be responsible and do what we can to stop drinking and driving.



BEER STORE

Working together to keep our roads and communities safe.



Stoned Driving is Impaired Driving!

If you are pulled over by the police while operating a motor vehicle – whether an automobile, motorcycle, off-road vehicle, or a boat – **police have the legal authority to conduct Standard Field Sobriety Tests,**

which consist of these 3 standard tests:

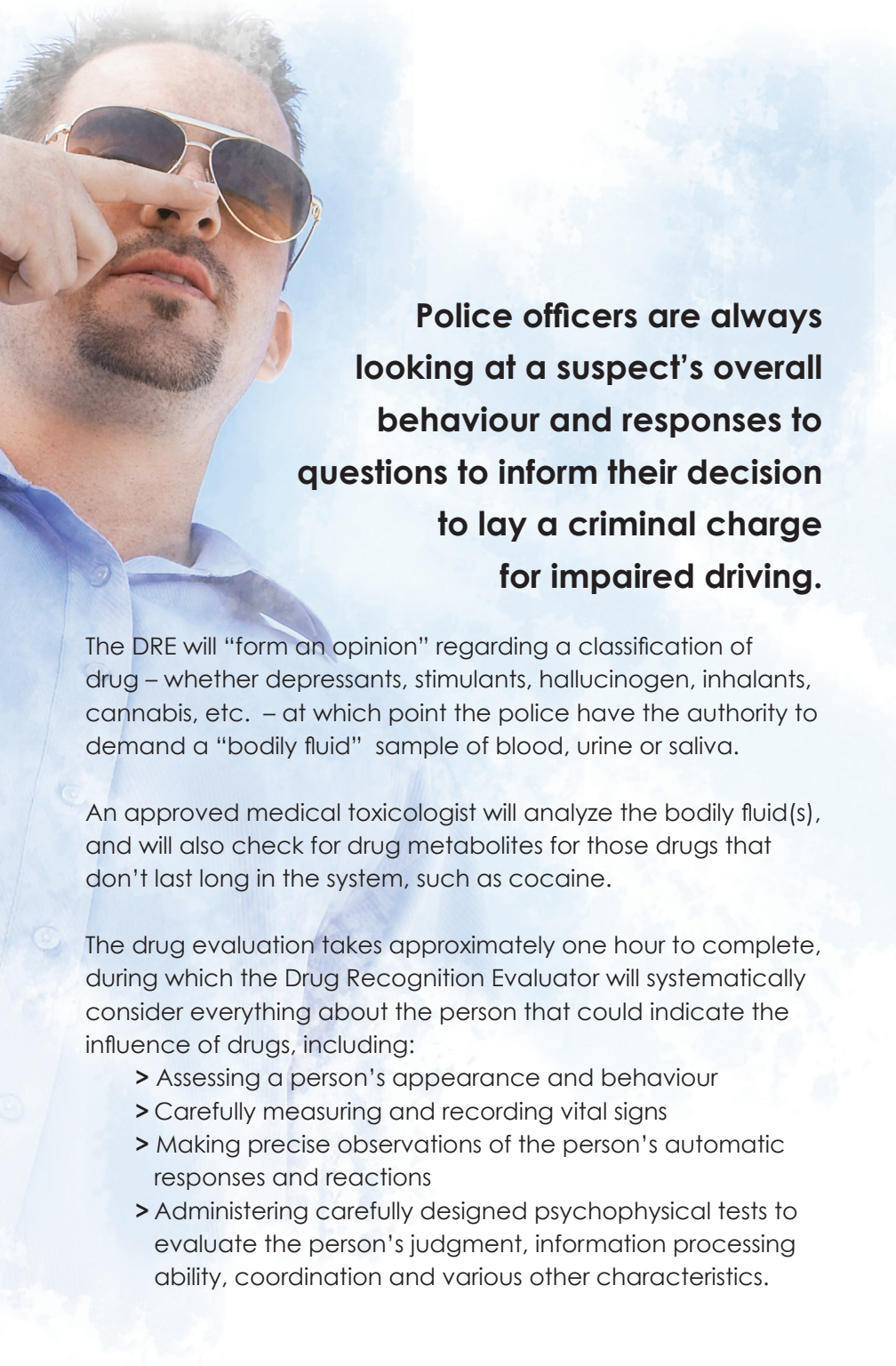
1. **One leg stand**
2. **Walk and turn**
3. **Horizontal gaze nystagmus –**

“nystagmus” being a medical term used to describe fast, involuntary movements of the eyes.

If you fail these tests, the police officer can demand that you provide a sample of your breath before a qualified technician, or by demand, and as soon as possible, require you to submit to an evaluation to test for drug impairment using a trained Drug Recognition Evaluator (“DRE”).

These further tests include:

1. Preliminary exam, for example, taking your pulse
2. Eye examination using specific tests such as horizontal gaze nystagmus
3. Divided attention tasks such as: one leg stand, walk and turn, balance test, touch finger to nose test
4. Blood pressure, body temperature and pulse
5. Pupil dilation, and nasal and oral cavity examination
6. Examination of muscle tone and your skin for obvious signs of drug use and/or clamminess
7. Visual examination for any evidence of injection sites.



Police officers are always looking at a suspect's overall behaviour and responses to questions to inform their decision to lay a criminal charge for impaired driving.

The DRE will "form an opinion" regarding a classification of drug – whether depressants, stimulants, hallucinogen, inhalants, cannabis, etc. – at which point the police have the authority to demand a "bodily fluid" sample of blood, urine or saliva.

An approved medical toxicologist will analyze the bodily fluid(s), and will also check for drug metabolites for those drugs that don't last long in the system, such as cocaine.

The drug evaluation takes approximately one hour to complete, during which the Drug Recognition Evaluator will systematically consider everything about the person that could indicate the influence of drugs, including:

- > Assessing a person's appearance and behaviour
- > Carefully measuring and recording vital signs
- > Making precise observations of the person's automatic responses and reactions
- > Administering carefully designed psychophysical tests to evaluate the person's judgment, information processing ability, coordination and various other characteristics.

LA RÉGLEMENTATION ROUTIÈRE A CHANGÉ POUR ASSURER VOTRE SÉCURITÉ

Voici ce qui est entré en
vigueur le
1^{er} septembre, 2015

Pour en savoir plus : ontario.ca/transports

LA CONDUITE INATTENTIVE

Des amendes plus élevées*,
de 490 \$ et 3 points d'inaptitude
sur condamnation.



3
POINTS
D'INAPTITUDE

Suspension minimum du permis
de conduire pour 30 jours pour
les conducteurs novices reconnus
coupables.

30
JOURS



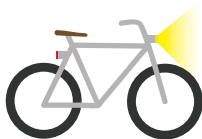
REMRORQUEUSE

Nouvelles amendes de 490 \$ pour
les conducteurs qui ne parviennent
pas à ralentir et changer.



CYCLISTES

Les conducteurs
doivent garder une
distance d'un mètre
lors du dépassement
des cyclistes.



Des amendes plus élevées* de
110 \$ pour les cyclistes qui ne
disposent pas de lumières et
de réflecteurs.

Des amendes plus élevées* de
365 \$ et 3 points d'inaptitude
pour l'ouverture d'une portière
au passage d'un cycliste ou en
présence de trafic.



*Comprend une suramende compensatoire et des frais judiciaires

THE RULES OF THE ROAD HAVE CHANGED TO KEEP YOU SAFE

Here's what came into effect on September 1, 2015

Find out more at: ontario.ca/transportation

DISTRACTED DRIVING

Higher fines* of \$490 and 3 demerit points upon conviction

Minimum 30-day licence suspension for novice drivers upon conviction



3
DEMERIT
POINTS

30
DAYS



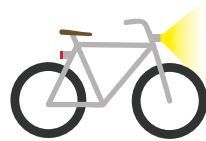
TOW TRUCKS

New fines of \$490 for drivers who fail to slow down and move over when approaching tow trucks with amber lights flashing on the roadside



CYCLISTS

Drivers need to keep a one-metre distance when passing cyclists



Higher fines* of \$110 for cyclists who do not have proper lights and reflectors

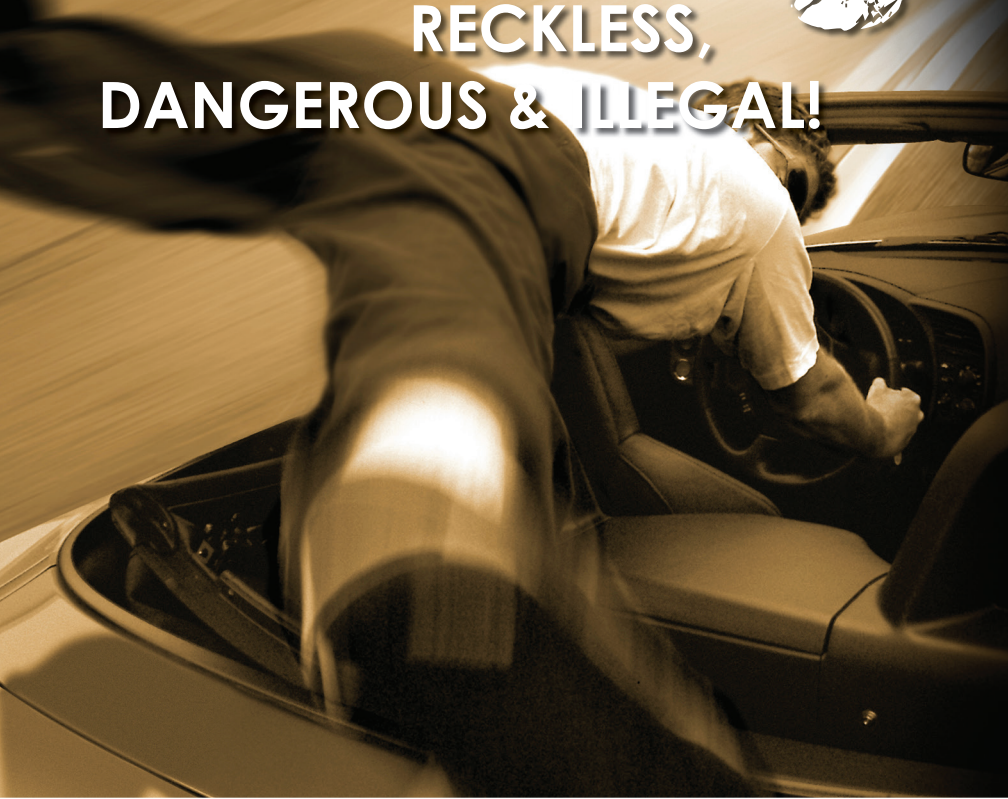
Higher fines* of \$365 and 3 demerit points for opening a door into passing cyclists and traffic



*Includes victim fine surcharge and court fee

Stunt DRIVING

RECKLESS,
DANGEROUS & ILLEGAL!



Was it **WORTH** the
risk to meet us?

Ontario has very strict penalties for driving aggressively, including street racing, driving contests and **STUNT DRIVING**.

Some examples of stunt driving include doing any activity with one or more people while engaged in some of the following driving behaviours:

- › Driving 50 kilometers per hour or more over the speed limit
- › Lifting any tire off the surface of the road (e.g. performing wheelies)
- › Abrupt stopping or slowing down with the intention of interfering with another vehicle
- › Driving too close to another vehicle, pedestrian or fixed object

For more information about stunt driving, please see www.e-laws.gov.on.ca/html/regis/english/elaws_regs_070455_e.htm.

If a police officer determines that you were stunt driving, you can:

- › Have your vehicle immediately seized for 7 days
- › Face an immediate 7-day licence suspension

This is determined at roadside – not in court. And the police don't care if your vehicle is rented, if it's your only transportation, if it's the middle of the night, or if you've borrowed it.

If convicted, you may face additional tough penalties that include:

- › A minimum fine of \$2,000 up to \$10,000
- › A jail term of up to 6 months
- › A licence suspension of up to 2 years for the first conviction – up to 10 years for a second conviction within 10 years
- › 6 demerit points

Finally, you can expect a dramatic increase in your insurance costs for 3 to 5 years.



ofsa Ontario Funeral Service Association
Your Family Matters
Your Family, Your Community, Your Funeral Home



OACFP

Ontario Association of Cemetery and Funeral Professionals

PROUD SUPPORTERS OF DRIVE SAFE ONTARIO



Racing..? ?

Racing..? ?

On Ontario roads the terms **RACE** and **CONTEST** include any activity where one or more persons engage in any of the following while driving:

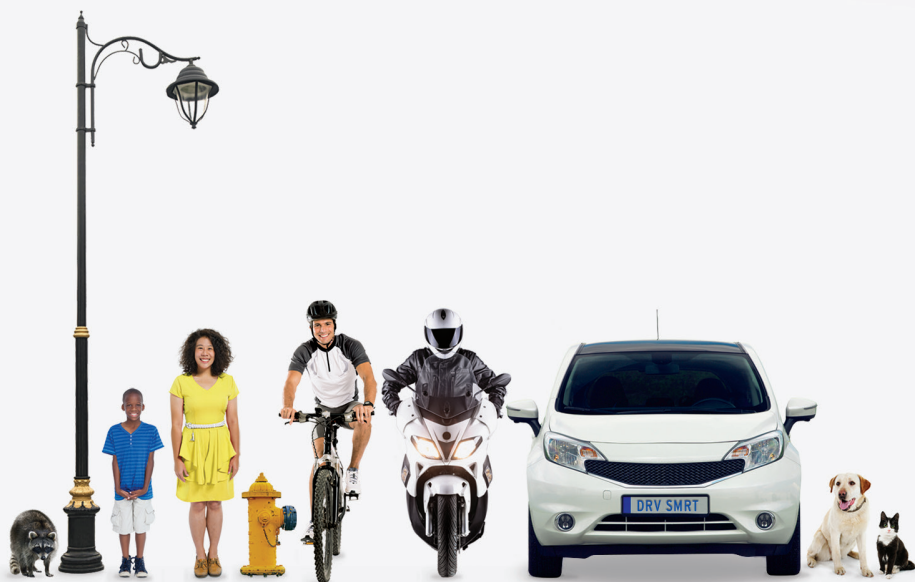
1. **Driving two or more vehicles at a rate of speed that is a marked departure from the lawful rate of speed** meaning excessive or unsafe speeds – and in a manner that indicates the drivers are engaged in a competition.
2. **Chasing another vehicle.**
3. **Driving without due care and attention**, without reasonable consideration for others using the roadway, or in a manner that may endanger any person by:
 - › Driving at a unsafe rate of speed.
 - › Outdistancing or attempting to outdistance one or more other vehicles while driving at an unsafe rate of speed.
 - › Repeatedly changing lanes in close proximity to other vehicles so as to advance through the ordinary flow of traffic while driving at an unsafe rate of speed.

You Lose!

- › The maximum fine is \$10,000 upon conviction for street racing – the highest penalty in Canada. The minimum fine is \$2,000.
- › Police can issue an immediate 7-day licence suspension and 7-day vehicle impoundment for street racing, participating in a driving contest or stunt driving.
- › Courts can impose a driver licence suspension of up to 10 years for a second conviction. For a first conviction, the maximum licence suspension period is 2 years.

THANK YOU!

Your responsible driving keeps us all safe.



**A public safety message
from Smart Serve Ontario.**

For more information on
responsible alcohol service and
education, visit **smartserve.ca**.





If **YOU** are involved in a collision... **COLLISION REPORTING CENTRES** are here to HELP!

\$2000 or more combined vehicle damage MUST be reported to Police.

Report the collision to the Police at the **Collision Reporting Centre** when there are:

- No Injuries
- No Criminal Activity
- No Dangerous Goods

Exchange information at the scene, then conveniently report in the safety of your local Collision Reporting Centre as soon as possible. Our professional and courteous staff will guide you through the process with Police, and if you wish to report to your Insurer, they will assist you for convenient **"One Stop Service"**.

Moving Collision Reporting from the side of the road helps to prevent secondary accidents/injury to citizens and Police, and allows Police Services to re-assign officers to higher priority calls for service.

Our "Damage Reported to Police" sticker program and photographs of all vehicles brought to our Collision Reporting Centres help to prevent insurance fraud.

**ACCIDENT SUPPORT SERVICES has 29 Centres
across Ontario to serve you!**

For more information and locations please visit
www.accsupport.com or call 1-877-895-9111

PROUD TO SUPPORT THE 2016 DRIVE SAFE CAMPAIGN



Get out of the way!

It's the law for any driver who sees and hears an emergency vehicle approaching to get out of the way.

Here's what you **MUST** do:

1. Do not slam on the brakes or pull over suddenly. Check your rear-view mirror, look in front and on both sides of your vehicle. React quickly, but calmly before pulling over and use your signals.
2. On a two-way road, traffic travelling both directions must pull over and stop as close as possible to the right-hand side of the road and clear of any intersection.
3. On a one-way road with more than two lanes, stop as close as possible to the nearest edge of the road and clear of any intersection.
4. Wait until the emergency vehicle has passed. Stay alert and look for more than one emergency vehicle approaching. Check to make sure the way is clear and signal before merging back into traffic.
5. On multi-lane freeways, many times an emergency vehicle will use the shoulder of the road if all the lanes are blocked. Don't block the shoulder.
6. Never follow or try to outrun an emergency vehicle.

Information provided by MTO

SAFE TRAVELS

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here's to all the people that
believe a perfect summer day is
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LEMONADE SANGRIA

- 1 lemon
- 1 orange
- 5 raspberries
- 1 oz lemon juice
- 1 oz simple syrup
- 3 oz white cranberry juice
- 1 cup ice

Everyone can enjoy an alcohol-free 0% Cocktail. Find how to make this drink and more recipes at deflatetheelephant.com

LCBO



GET HOME SAFE!

KEEP YOUR EYES ON THE ROAD AT ALL TIMES





You are up to **23 times**

more likely to crash
when you drive distracted

Talk to your teen about safe driving habits.

For more information and resources – like our parent-teen driving contract – visit goodhandsadvice.ca.



Eyes on the road.
Hands on the wheel.
Mind on the task.
#JUSTDRIVE



Allstate[®]
You're in good hands.

On behalf of the Ontario Association of Chiefs of Police, I would like to thank the following sponsors and partners for their support of the 2016 Drive Safe Campaign. If you would like more information on this or any other campaigns, please email oacpadmin@oacp.ca.



Ron Bain
Executive Director, OACP



www.oacp.ca

Plan Ahead Call Home Take a Cab
Use Public Transit Stay Over
Be a Designated Driver

arrive alive
DRIVE SOBER[®]
arrivealive.org

Thanks for always
driving sober!