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Plan ahead – holiday CounterAttack roadchecks on now

Impaired driving remains a leading cause of fatal car crashes, with an average of 66 lives lost every year in B.C.

That's why the B.C. government, police and ICBC are urging drivers to plan ahead and make smart decisions to get home safely this holiday season. Starting today, CounterAttack roadchecks will be set up by police across the province to keep impaired drivers off our roads throughout December.

ICBC is helping to prevent impaired driving this December with an education campaign, funding for CounterAttack roadchecks and get home safe promotion with businesses, sports facilities and community groups.

ICBC also supports [Operation Red Nose](#), a volunteer service in 19 B.C. communities that provides safe rides to drivers who have been drinking or feel too tired to drive during the holidays. This service is available now until December 31 on Friday and Saturday nights, including New Year's Eve.

Get more stats and facts from ICBC's [infographic](#) and learn more about the [CounterAttack campaign](#) on icbc.com.

Quotes:

Todd Stone, Minister of Transportation and Infrastructure

"Getting home safely should be part of everyone's holiday planning but the reality is that impaired driving remains a leading cause of car crash fatalities in B.C.," said Todd Stone, Minister of Transportation and Infrastructure. "Do your part this Christmas season and look out for family and friends – take a stand and don't let them get behind the wheel impaired."

Mike Morris, Minister of Public Safety and Solicitor General

"We've made significant progress but too many people are still losing their lives due to impaired driving," said Mike Morris, Minister of Public Safety and Solicitor General. "CounterAttack remains a key part of our provincial enforcement strategy to further reduce crashes involving alcohol and drugs and making our roads safer for British Columbians."

Coralee Oakes, Minister of Small Business, Red Tape Reduction, and Minister Responsible for the Liquor Distribution Branch

"Protecting public health and safety is a critical part of our government's ongoing efforts to modernize B.C.'s liquor laws," said Coralee Oakes, Minister responsible for the Liquor Distribution Branch. "With the holidays fast approaching, we are updating social responsibility materials in BC Liquor Stores throughout the province to remind British Columbians to make smart choices - plan ahead, have a designated driver or call a taxi if you plan on drinking. Please, for your safety and that of everyone around you, don't drink and drive."

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Chief Constable Neil Dubord, Chair of the B.C. Association of Chiefs of Police Traffic Safety Committee

"Police officers across the province will be working hard to keep impaired drivers off our roads this December," said Chief Neil Dubord, Chair of the B.C. Association of Chiefs of Police Traffic Safety Committee. "The hardest part of a police officer's job is telling a family they've lost a loved one – a loss that could have been avoided. We can all help prevent these crashes by always planning a safe ride home."

Lindsay Matthews, ICBC's director responsible for road safety

"We want everyone to enjoy the holidays with family and friends so make sure you plan ahead for a safe ride home," said Lindsay Matthews, ICBC's director responsible for road safety. "Whether you're attending a holiday get-together or meeting friends to watch a game, arrange a designated driver, call a taxi, take transit or use Operation Red Nose."

Statistics:*

- On average, 16 people are killed in crashes involving impaired driving in the **Lower Mainland** every year.
- On average, 23 people are killed in crashes involving impaired driving in the **Southern Interior** every year.
- On average, 10 people are killed in crashes involving impaired driving on **Vancouver Island** every year.
- On average, 19 people are killed in crashes involving impaired driving in **North Central B.C.** every year.

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**Based on five year average from police data (2011 to 2015). Impaired is defined to include alcohol, illicit drugs and medicines.*