



**MADD Canada & Canadian Council of Snowmobile Organizations Joint Release**

**Keep Impaired Driving Off the Trails This Winter**

*Oakville/Ontario/January 5, 2012* – MADD Canada and the Canadian Council of Snowmobile Organizations (CCSO) are asking snowmobilers to keep the booze away until the riding is done for the day.

Each winter, the two organizations team up to help reduce alcohol-snowmobile fatalities and injuries through National “Zero Tolerance” awareness efforts and events, as part of International Snowmobile Safety Week. This year’s Safety Week is January 15 - 21, 2012.

Alcohol is a major factor in snowmobiling fatalities and injuries. In 2006, 52% of fatally injured snowmobile operators had been drinking. Further, alcohol was a factor in 49% of severe trauma admissions resulting from snowmobiling.

MADD Canada appeals to its local Chapters and Community Leaders across Canada and to media to raise awareness about the dangers of snowmobiling while impaired.

“We need people to truly understand that operating a snowmobile while impaired is no different than driving a car while impaired,” said Denise Dubyk, MADD Canada’s National President. “Alcohol affects driving ability, judgment, reflexes and reaction times. If you’re out on the trails impaired, you’re risking your life and the lives of those sharing the trails with you.”

The CCSO mobilizes its provincial and territorial associations to enlist participation from Canada’s 673 snowmobile clubs in the safety week activities.

“Every winter, senseless and preventable tragedies occur on our trails” said CCSO Executive Director Dennis Burns. “We are asking everyone to Make the Smart Choice by keeping the booze away until the riding is done for the day’, The deaths and injuries that occur as a result of impaired snowmobilers are completely preventable if everyone rides sober.”

Enjoy your time on the trails this year, but put safety first and ride sober, Mr. Burns and Ms. Dubyk agreed.

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