



NATIONAL OFFICE

2010 Winston Park Drive, Suite 500, Oakville, Ontario, Canada L6H 5R7 • Tel: (905) 829-8805 • 1-800-665-MADD • Fax: (905) 829-8860
Internet Site: www.madd.ca • E-Mail Address: info@madd.ca

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Saskatchewan Students See the “Shattered” Lives Caused by Impaired Driving

The Saskatchewan Liquor and Gaming Authority (SLGA) and Saskatchewan Government Insurance (SGI) team up with MADD Canada to bring anti-impaired driving message to Saskatchewan schools.

The Honourable Tim McMillan, Minister Responsible for SGI and SLGA, launches the provincial tour of MADD Canada’s 2010-2011 *School Multi-Media Assembly Program* today with a premier presentation at Balfour Collegiate in Regina.

The program, called *Shattered*, shows students the harsh and emotional realities of impaired driving.

“Young people need to know that making a decision to drive while impaired, even once, can change their lives and the lives of others forever,” Minister responsible for SGI and SLGA Tim McMillan said. “*Shattered* gives young people the information they need to make the right choices and build safe and sober driving habits.”

Approximately 20,000 students throughout the province will see *Shattered*, or the French program, *En Éclats*, at no charge to the schools, thanks to Provincial Sponsorships by SLGA and SGI. Nation-wide, *Shattered* and *En Éclats* will be delivered to 1 million students during the 2010-2011 school year.

“Reaching out to students and youth is crucial to our mission to stop impaired driving because those age groups are at such increased risk for impaired driving crashes,” said MADD Canada President Denise Dubyk. “The statistics are frightening.”

- Young people have the highest rates of traffic death and injury per capita among all age groups and the highest death rate per kilometre driven among all drivers under 75 years of age.
- Sixteen to 19 year olds are more than 15 times more likely to die per kilometre driven than their parents.
- Motor vehicle crashes are the leading cause of death among 15 to 25 year olds, and alcohol is a factor in 45% of those crashes.

Shattered features a fictional account of several high school students and their families enjoying a typical Saturday night. As their stories unfold, it becomes clear that the actions and choices of some will have life-altering consequences. The dramatization is blended with emotional and moving testimonials from several real-life victims of impaired driving. The curriculum guide which accompanies the program presents students with information about alcohol, drugs and driving, the legal and social ramifications of impaired driving, binge drinking, impairments caused by cannabis (alone and in combination with alcohol) and the dangers of accepting rides from alcohol or drug impaired drivers.

SGI and SLGA are both long-time supporters of MADD Canada and the fight to stop impaired driving. Most recently, the two organizations partnered to lead the implementation of the Report Impaired Drivers program in Regina and Saskatoon. As provincial sponsors of the *School Multi-Media Assembly Program*, they are each sponsoring 10 presentations of *Shattered* or *En Éclats*.

“With the support of SGI and SLGA, we are able to go into schools across the province to bring our message directly to students,” said Ms. Dubyk. “Ultimately, we hope to make students see the dangers and risks of impaired driving and make the right decisions that will keep them and their peers safe.”

About MADD Canada

MADD Canada (Mothers Against Drunk Driving) is a national, charitable organization that is committed to stopping impaired driving and supporting the victims of this violent crime. With volunteer-driven groups in more than 100 communities across Canada, MADD Canada aims to offer support services to victims, heighten awareness of the dangers of impaired driving and save lives and prevent injuries on our roads.

About SGI

Saskatchewan Government Insurance (SGI) is the province’s self-sustaining auto insurance fund. SGI operates 21 claims centres and five salvage centres across Saskatchewan with a head office in Regina. SGI also works with a network of over 400 motor licence issuers across the province. Visit SGI at www.sgi.sk.ca.

About SLGA

The Saskatchewan Liquor and Gaming Authority (SLGA) is responsible for the distribution, control and regulation of liquor and most gaming across the province. Saskatchewan’s retail liquor system includes 79 liquor stores, 186 rural franchises and two specialty wine store franchises. Visit: www.saskliquor.com.

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For more information:

MADD Canada: Denise Dubyk, National President, (403) 970-8733

SGI: Kelley Brinkworth, Manager of Media Relations, (306) 751-1837

SLGA: David Morris, Manager of Communications, (306)787-1721

To preview *Shattered*, MADD Canada’s 2010-2011 *School Multi-Media Assembly Program*, visit www.madd.ca.