

LCBO partners with schools to encourage safe driving/boating



LCBO clerk Jackie packages a beer purchase by Craig Hall of Whitney into one of the student-decorated bags advocating transportation safety.

Ontario's Liquor Control Board (LCBO) regularly partners with local elementary schools in campaigns to discourage impaired driving. Every Christmas season, they collaborate to discourage drinking and driving. Last week, leading up to the Victoria Day long weekend ? the traditional start of the cottage season ? the LCBO and schools again worked together, this time to promote boating safety as well as safe driving.

Across the province, participating schools were sent blank paper bags, on which students inscribed their personal messages on the dangers of mixing alcohol with transportation. Generally this is incorporated into school health lessons on a positive lifestyle. Across the province, 120 schools participated in the education effort. In this area, both Hermon and York River elementary school students took part in the program. The decorated bags were quickly put in use bagging purchases ? and hopefully, increasing awareness of the need to drink responsibly.