



Manitoba Liquor Control Commission

News Release

For Immediate Release

MLCC Asks Manitobans to Help Stop Impaired Driving

Tuesday, June 2, 2009 – The MLCC is asking Manitobans to help stop impaired driving through a new social responsibility campaign called *Be the Change – Let's Stop Impaired Driving*.

The MLCC launched the television and radio campaign; which uses a testimonial format and the message “**I hate impaired driving**” to depict the concerns of families, friends and neighbours over the issue. The ads are further supported by wrapped Winnipeg taxis that will operate throughout the year, as well as a website at **www.Ihateimpaireddriving.com**.

Carmen Neufeld, Chair of the MLCC's Board of Commissioners says the MLCC is lending its voice to an issue that continues to plague our province, despite having the toughest drinking and driving legislation in the country.

“Impaired driving continues to occur in our province, and too often, with deadly consequences,” said Neufeld. “As a retailer and regulator of alcohol in Manitoba, the MLCC is committed to encouraging Manitobans to make responsible choices about alcohol use. We feel the issue of impaired driving is one that we need to support.”

Neufeld said the campaign is built on traffic injury research that shows public concern over an issue can motivate individuals to take personal action by changing their behaviour.

“Our campaign is built on the belief that as a society, we have had enough. We all hate impaired driving and it's time to stop,” said Neufeld. “We want Manitobans to take up the challenge of stopping impaired driving by making their own personal commitment and by letting family members, friends, co-workers, and neighbours know how concerned they are about this issue.”

Manitobans are invited to visit the web site and share their ideas on how to stop impaired driving and are encouraged to sign a personal pledge signaling their commitment to stopping the behaviour.

“We can be the change by changing our own behaviours,” said Neufeld. “Together, let's stop impaired driving.”

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