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## FOR IMMEDIATE RELEASE

### **"Damages" Caused by Impaired Driving Presented to High School Students**

#### **MADD Canada's Latest School Program**

*Vancouver, BC, October 21, 2011:* MADD Metro Vancouver Chapter wants to get young people thinking about the human impact and legal consequences of impaired driving with "Damages", MADD Canada's 2011-2012 School Assembly Program.

MADD Metro Vancouver and sponsor Klein Lyons will present Damages at John Oliver Secondary on Tuesday, October 25, 2011 at 10:25 am and Templeton Secondary on Thursday, October 27<sup>th</sup> at 2:00 pm. Damages and the French show, Damages, will be seen by more than 1 million students across the country over the course of this school year.

In the dramatic mini-movie, students follow Jesse from his terrible decision to drive impaired through the resulting horrific crash and into the criminal justice system where he must face the consequences of his actions. Jesse's bright future and plans for university are replaced with the possibility of a prison term and a criminal record.

"The characters are fictional but the scenarios are all too real," said MADD Metro Vancouver Chapter President Bob Rorison.

Drivers between the ages of 16 and 25 are significantly over-represented in alcohol-related crash deaths. In 2006, that age group accounted for 13.2% of the population but they made up 33.4% of the total alcohol-related crash deaths. The combination of drugs and driving is also a major concern; Canadian youth between the ages of 14 and 25 have one of the highest rates of cannabis use in the world.

"With our school program, we want to get students thinking about safe choices and how to protect themselves," Mr. Rorison said. "We want to reinforce the messages about never driving impaired, or accepting a ride from someone who is impaired. We want them to understand that it is never worth the risk."

Following the fictional story, students see video testimonials from Kelly Brook, Kali O'Dell, Christie Ward and Noel Ward, all of whom have lost loved ones in impaired driving crashes.

"Programs such as Damages are extremely helpful in getting young people to understand that they have the power to prevent impaired driving. They can save themselves and others from going through the heartbreak faced by victims such as Kelly, Kali, Christie and Noel," said Mark Lyons, of Klein Lyons Law Firm. "Klein Lyons is proud to support this effort to educate youth and encourage them to develop safe and sober driving habits that will carry over into adulthood."

"We are dealing with avoidable tragedies. The solution starts with each us, and in particular high school age young drivers. Educating them about the perils of drunk driving is literally a matter of life and death." said Mr. Lyons.

Klein Lyons has been a partner of MADD Metro Vancouver for 2 years, joining in programs and initiatives such as the School Assembly Program, Project Red Ribbon, Safety Fair, Strides for Change and awareness materials.

"Klein Lyon's commitment to reducing impaired driving is evident in its long-term support of MADD Metro Vancouver," Mr. Rorison said. "On behalf of our volunteers and members, I thank them for their dedication and generosity."

The School Assembly Program has been a cornerstone of MADD Canada's youth services since 1994. By presenting students with solid information and best practices to help them understand the issue of alcohol and/or drug impaired driving, MADD Canada hopes to enlist all young people in the effort to end impaired driving.

- 30 -

#### 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. For more information, visit [www.madd.ca](http://www.madd.ca).

#### About Klein Lyons

For over 20 years, Klein Lyons has been helping car accident victims and class-action clients across Canada. If you have been injured by no fault of your own, Klein Lyons offers dedicated expertise in motor vehicle accidents, personal injury and class action law. For more information, visit [www.kleinlyons.com](http://www.kleinlyons.com)

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