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National Press Release – Friday, November 28, 2014

Make A Winning Play This Grey Cup Weekend – Plan Ahead for a Sober Ride Home

Oakville/Ontario/November 28, 2014 – With football fans gearing up for the showdown between the Calgary Stampeders and the Hamilton Tiger-Cats in this weekend's 102nd Grey Cup, MADD Canada and Allstate Insurance Company of Canada are reminding everyone to be part of a winning team by doing their part to prevent impaired driving.

“When the game clock runs out and the festivities are over, make sure you have a sober ride home,” said MADD Canada National President Angeliki Souranis. “Call a cab, take public transit or arrange for a designated driver. Don’t let your Grey Cup celebrations end in grief and regret by getting behind the wheel impaired.”

Every day, on average, 4 Canadians are killed and 175 more are injured as a result of impaired driving crashes.

“Driving impaired is never worth the risk,” said John O’Donnell, President and CEO of Allstate Insurance Company of Canada. “If you’re going to be drinking this weekend, make sure organizing a sober ride home is in your game plan. Taking a few minutes to arrange for a way home before you night begins can prevent a tragedy on the road.”

Whether you need a safe ride home from a Grey Cup party or you’re hosting a party yourself and need transportation for your guests, MADD Canada sponsor #TAXI offers a fast and easy option. Dial #TAXI (# 8-2-9-4) on any cell phone to connect to the first available taxi company or your taxi company of choice. For more information, visit <http://www.poundtaxi.com/>.

MADD Canada also offers the following tips for party hosts to help keep their guests safe:

- Make sure you have food and non-alcoholic/low alcoholic beverages available.
- Serve drinks yourself, rather than have guests serve themselves, so you can monitor how much your guests have been drinking.
- Don’t serve alcohol to anyone who is intoxicated.
- Know how your guests are getting home and who is driving. Use #TAXI or have the number of cab companies available. Be prepared to have intoxicated guests spend the night.
- Stop serving alcohol long before you expect the party to break up.
- Keep track of your own alcohol consumption. The more you drink, the more difficult it will be for you to anticipate problems, supervise the event and intervene to avoid potential problems.

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. To learn more, visit www.madd.ca.

About Allstate Insurance Company of Canada

Allstate Insurance Company of Canada is one of the country's leading producers and distributors of home and auto insurance products, serving Canadians since 1953. The company strives to keep its customers in "Good Hands®" as well as its employees, and has been listed three years in a row on the Best Employers in Canada list. Allstate Canada is committed to making a positive difference in the communities in which it operates and has partnered with organizations such as Mothers Against Drunk Driving (MADD Canada), United Way and Junior Achievement. To learn more about Allstate Canada, visit www.allstate.ca.

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