



Think of Me – Don't Drive Impaired Initiative

This holiday season, Abbotsford residents may receive a heartfelt, personalized reminder to drive "safe and sober" on our community's roadways. Each year, ICBC reports an average of 61 fatalities in British Columbia due to crashes involving impaired driving.

In response, the Abbotsford Police Department, in collaboration with Angry Otter Liquor Stores, the Abbotsford School District, and ICBC, has once again launched the Think of Me Don't Drive Impaired Initiative. This campaign aims to encourage motorists to drive safely by sharing a powerful message about road safety on paper bags distributed to liquor store customers. These bags, created by local children, serve as a poignant reminder of the impact impaired driving can have on families and communities.

This year, over 800 bags were designed by Abbotsford middle and high school students, featuring colorful artwork and strong messages that reflect the voices of our youth.

Jack Nicholson, CEO of Otter Co-op and Angry Otter Liquor notes, "Angry Otter Liquor is here to proudly serve our members and guests in our local community. Being a community builder in all the neighborhoods we live, work, play and do business in is both a core value to our Co-operative and something we take immense pride in. We're especially grateful to partner with these other great community builders to spread the importance of safety and remind our guests and community to take extra care on our roadways this holiday season."

"This holiday season, we're reminding everyone to plan a safe ride home," said Tanis Bieber, local ICBC road safety and community coordinator. "Use a designated driver, taxi, rideshare, or take transit. By doing so, you're protecting everyone on our roads. Let's celebrate responsibly and keep our communities safe."

Sean Nosek, Superintendent of Schools for the Abbotsford School District, commented on the collaboration: "Our full support goes towards the efforts of the Abbotsford Police Department and ICBC in this important public awareness campaign, aimed at fostering a safer environment for our community."

Impaired driving has life-altering consequences. This holiday season, we want you to make it home safely to your loved ones. Choose to drive responsibly and ensure a safe reunion to your friends and family.

Sergeant Paul Walker
Media Relations Officer
Abbotsford Police Department



Completed Bags

