

Kia helps promote anti-drinking and driving message

LCBO's Deflate the Elephant information campaign is promoting responsible entertaining this holiday and celebrating Ontarians who plan ahead and help prevent impaired driving.

New this year, Deflate the Elephant is partnering with Kia Canada to host the "Speak Up and Win" contest, which promotes planning ahead when entertaining and celebrating designated drivers. From December 1 until January 4, 2014, Ontarians have the chance to win the use of a new 2014 Kia Rondo for one year, by entering at www.facebook.com/DeflateTheElephant.

"As a responsible global automotive company in Canada, we believe it is important to fully leverage our partnerships to drive awareness on the perils of impaired driving," says Maria Soklis, vice-president and Chief Operating Officer, Kia Canada Inc.

The campaign's websites (www.deflatetheelephant.com and www.degonflezelephant.com) are great resources for responsible entertaining tips, alcohol-free Mocktail recipes and the "Home Bartending Challenge" where visitors can learn the proper pour for wine, beer, spirits and coolers.

Part of being a responsible host is measuring drinks for guests instead of running the risk of an open bar.

A newly launched feature is "The Podium", which invites visitors to share their ideas on hosting and the issue of preventing impaired driving.

A new, 30-second TV Deflate the Elephant commercial airing on major Ontario networks, an online campaign and elements in LCBO stores run throughout December, including New Year's, to encourage people to speak up and deflate the elephant in the room.

For more information on this campaign, visit www.deflatetheelephant.com and for other LCBO social responsibility programs, visit www.lcbo.com/sr. For more information about Kia Canada, the Drive Change initiative and Map of Hope, please visit: www.kia.ca, www.drivechange-withkia.ca and www.mapofhope.ca.

—Metroland Media

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