



# Essex OPP attempt to deter holiday partiers from impaired driving

BY DANIEL SCHWAB

During a time of year when alcohol is liberally served at more than a few holiday work parties, the Essex OPP is attempting to deter impaired driving with RIDE programs and mock car crash displays.

Set up at the Zehrs Food Plus in Kingsville, the mock head-on collision involving two vehicles received more than a few inquiring glances from shoppers Dec. 15.

"We're here to share with the public the importance of making the right choice when it comes to drinking and driving," said Essex OPP Const. Will Chisholm. "We'd like to think that the more education we can provide to the public and the more we keep it in their minds that this is not an acceptable practice, the less likely we are to respond to a serious accident that

involves drinking and driving.... We'd like to make it through the entire Christmas season without investigating one accident involving drinking and driving."

Unfortunately, Chisholm added, the Christmas season is a time of much drinking and driving that often results in fatal crashes.

"This time of year more people feel they have to go and drink at parties and I think that's just the history of the Christmas season," Chisholm said. "But I think it's changing. We're seeing a lot more parties that are shorter in duration, less alcohol involved and companies are not shelling out for free bars like they used to."

The crash scene involved two vehicles donated by Sam's Shell in Kingsville and displayed the potential effects of a collision.

"Certainly it was a pretty devastating accident, the

result of a head-on," Chisholm said.

Chisholm said serious offences result from impaired driving, including hefty fines, licence suspensions and possible jail time.

"Probably the worst that's going to happen to you is your insurance," Chisholm warned.

"If you can get insurance after a crash, it's going to be incredible. The price of insurance is going to jump from, say \$1,000 to \$5,000 or something like that for one conviction of impaired driving."

Chisholm suggests partygoers surrender their keys if they are too drunk to drive and either take public transit home or arrange for a designated driver.

He said the Essex OPP have RIDE (reduce impaired driving everywhere) programs set up around Essex County during most week-

Essex OPP Const. Will Chisholm stands in front of a mock car crash scene at the Kingsville Zehrs Food Plus Market Dec. 15. Officers were on hand at the store to warn shoppers about the dangers of drinking and driving.

ends in December.

Essex OPP Const. Lee Batte said the mock crash scene was used as a visual deterrent because "some people still aren't getting the message."

"For whatever reason, they're still getting behind the wheel," Batte said. "We had one man come by and told us his daughter was killed by a drunk driver 24 years ago today. That gave me the energy to keep going and doing this because it's people like him who are the victim."

Half a dozen Essex OPP officers were on hand to pack groceries for shoppers and ask for donations to fund the annual OPP Cop Camp, held every August.


They are trying to raise \$12,000 to educate 42 Grade 6 students from Kingsville, Lakeshore and Tecumseh about team building and leadership skills.

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*from all of us!*

*Lee, Marion, Carrie, Sara & Nancy*




## A MESSAGE of THANKS

*Thank you to all the residents of Ward 2 Essex who supported me in my re-election.*


*Along with my family, I would like to extend a warm Christmas greeting and a happy and prosperous New Year to all the residents of Essex.*

**RICHARD MELOCHE**  
Councillor Ward 2 and Deputy Mayor  
Town of Essex




# Merry Christmas


*The holiday season brings home for us, how truly fortunate we are to have neighbors like you. For your goodwill and generosity, please accept our deepest gratitude. With best wishes for a joyous Noel to all.*



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**JANUARY MEETING SCHEDULE**

*Please be advised that the Regular Meetings of Council for the month of January are scheduled for January 8th and January 22nd.*

*Please note that all regular meetings of Council will now commence at 6:00 PM.*