

# Poster campaign aims to deter youth drunk driving

By David Lea

METROLAND WEST MEDIA GROUP

It's a horrible picture.

An image of a shattered blue car, captured shortly after it struck a tree, draped with a sheet to prevent passersby from seeing the deceased driver.

The location is McCraney Street East in Oakville, just a short distance from White Oaks Secondary School.

The driver was White Oaks student Matthew McGregor, 17, who was killed in the crash March 27. Police have said alcohol was a contributing factor.

On Wednesday, Halton police, with permission from the McGregor family, unveiled a new poster at the school featuring the grim photo of Matthew's crash scene.

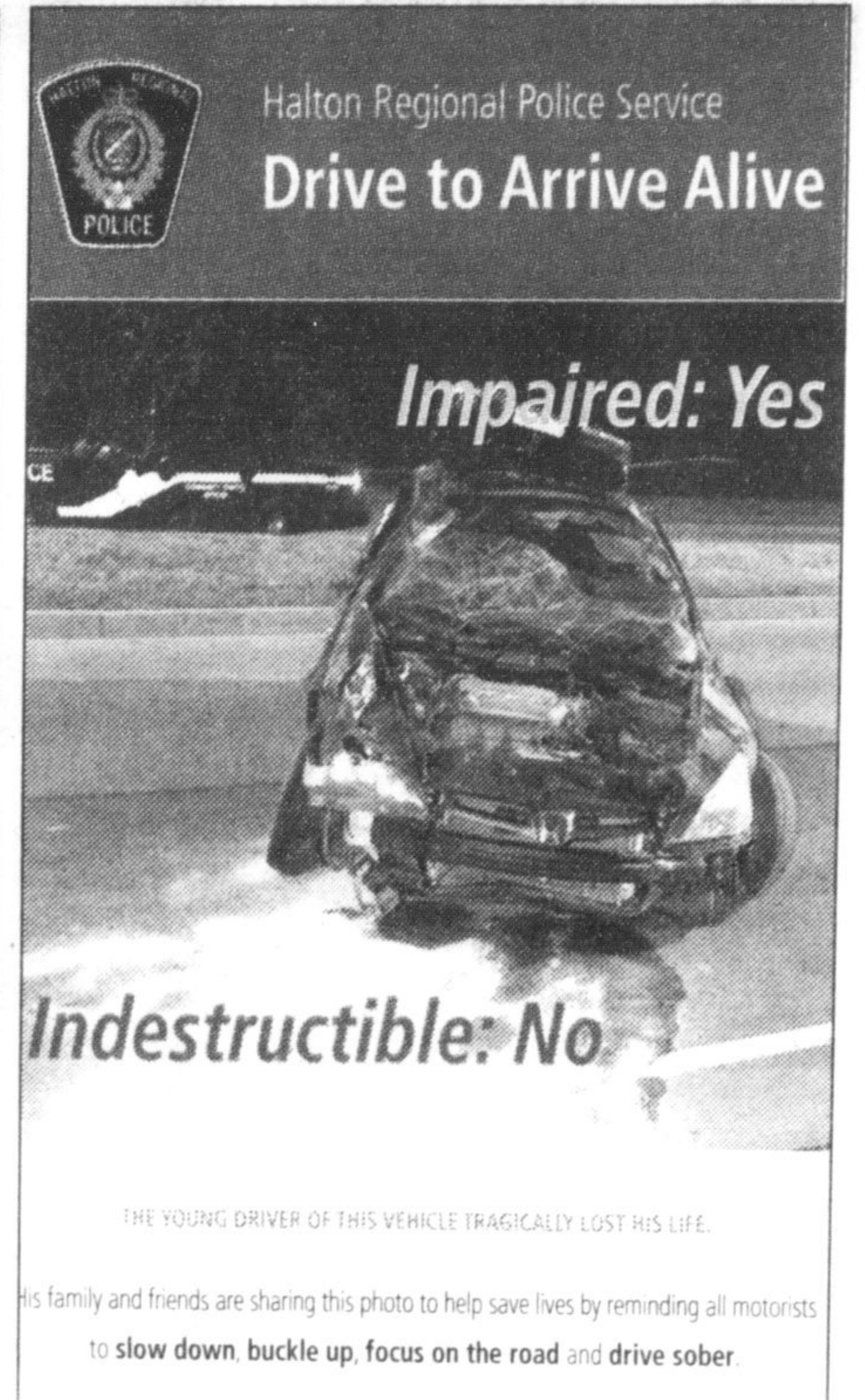
The poster will be distributed to high schools throughout Halton.

Police are hoping this poster and others like it will succeed where so many others have failed in driving home the message of what can happen when people drink and drive.

"The mindset behind this one is let's look at what's happened here in Halton. Let's make it personal," said Halton Police Deputy Chief Bob Percy.



CHANTAL AYOTTE / METROLAND WEST MEDIA GROUP Above, Halton Regional Police Deputy Chief Bob Percy hugs Sharon McGregor, who lost her son Matthew in an impaired driving crash. Halton police unveiled Wednesday a grim poster of Matthew's crash scene (right) that will be distributed to Halton high schools.



"Let's make the youth of today realize this does happen here and that people we know, whether it's in the Oakville community or the school community, have been killed."

Percy said the consequences of drinking and driving go far beyond the youth who's killed, completely devastating the youth's family and friends who are left behind.

This sad truth became very clear as Matthew's mother, Sharon McGregor, took

the podium and addressed the student body.

"No parent should have to go through this," she said, wiping away tears.

"Matthew made one stupid mistake...he's happy now...he's in heaven watching over us. We're the ones who are suffering...his parents, his friends. There's a lot of people here I know who loved Matthew. I don't want any other parents to go through this. It's up

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