



Q107 PRESENTS GO FOR A SODA: THE DON'T DRINK AND DRIVE HOME SHOW
*Station Educates Listeners on the Effects of Alcohol with Live Demonstration, Tuesday,
November 27th at 2 p.m. on the Kim Mitchell Show*

(November 26, 2007 –Toronto, Canada) Just in time for the launch of the holiday season RIDE programs, **Classic Rock Q107** presents **Go For A Soda: The Don't Drink And Drive Home Show**, with afternoon drive host **Kim Mitchell**. Airing **Tuesday, November 27** beginning at **2 p.m.**, the *Don't Drink and Drive Home Show* is an educational afternoon for Q listeners, demonstrating the effects of alcohol on the body, particularly motor and cognitive skills, to illustrate the dangers of drinking and driving.

Kim is joined by **Ryan Parker** and **Maureen Holloway** from the ***Derringer In The Morning Show***. Ryan and Maureen will be participating in an actual demonstration, live on the radio, to show how differently each individual reacts to alcohol. Although there will undoubtedly be some hilarious moments as these two become more intoxicated, the afternoon is intended to educate listeners on the many misconceptions about alcohol consumption and demonstrate how reaction times are affected by drinking.

Ryan and Maureen will participate in the *Know Your AQ* (Alcohol Quotient) program to help demonstrate the effects of alcohol even at low levels of drinking, challenging popular perceptions about alcohol. Tests will also be administered to challenge each participant's motor skills showing how alcohol consumption affects reaction times.

Go For A Soda: The Don't Drink And Drive Home Show, happens Tuesday, November 27th at 2pm with Kim Mitchell.

Classic Rock Q107 (CILQ-FM), Toronto's legendary classic rock station, plays the best classic rock and is home to *Derringer in the Morning* and Corus Radio's syndicated feature, *Legends of Classic Rock* with host **Jeff Woods**. Tune into the Mighty Q at 107.1 FM dial and www.q107.com.

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