



WHO WE ARE

SipSmart is a national, not-for-profit organization founded with a mission to help Canadians develop the mindset and skill set to make smarter, more informed decisions about alcohol. Encouraging people to develop a healthy relationship with alcohol is what we do.

SipSmart was created to help people gain the wisdom to think ahead and to make safer, healthier choices – at a party, club, restaurant, home or wherever there's alcohol. So that if and when they do drink, they drink with their heads. We conduct leading edge research and promote awareness through programs and training that provide an understanding of healthy limits to alcohol consumption. Most importantly, we work with families, organizations, educators and policymakers to make talking and thinking about drinking second nature to Canadians.

Supported by charter sponsor Ladybug Teknologies, SipSmart is determined to help change attitudes and behaviors related to alcohol consumption. Join with us to grow generations of people who treat alcohol with respect. Not because they're told to...but because they know how.

ANNOUNCING AN INNOVATIVE NEW PROGRAM BY SIPSMART!



BE THE DRIVER REWARDS

BE THE DRIVER ★ EARN POINTS

★ GET REWARDS ★

BE THE DRIVER is an incentive program that rewards individuals for being a designated driver.

IT'S EASY TO PARTICIPATE:

- 1 Membership is free – just sign up online and we'll send you a membership kit complete with points reward card.
- 2 Be a DD for a night – Present your card at any participating restaurant or bar and you will receive FREE non-alcoholic drinks for the evening.
- 3 The more times you're a DD, the more points you earn.
- 4 Points can be redeemed for cool swag online at www.bethedriver.ca