



MEDIA ADVISORY

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MADD TO "TIE ONE ON FOR SAFETY" WITH University of Delaware, Mortar Board This Holiday Season to Remind Public to Drive Safe, Sober and Buckled Up

Drunk Driving: A Crash Course

What: Awareness Event where University of Delaware Mortar Board Senior Honors Society and Mothers Against Drunk Driving (MADD) Delaware will host drunk driving awareness. Located on the University of Delaware campus, students will give information about the tragic outcome of choosing to drive under the influence of alcohol or drugs. A crashed car will be on display.

Mortar Board, Inc is a national honor society of college seniors that places an emphasis on bettering the surrounding community.

When: November, 30, 2005, 9:00 am to 4:00 pm

Where: University of Delaware, Perkins Patio on Academy Street, Newark, Delaware

Who: University of Delaware Wellness Center
University of Delaware Public Safety and Ambulance Service
University of Delaware Cooperative Extension Office
Newark Police Department
Delaware Designated Driver Program
C & B Towing

Why: The holidays are among the deadliest times on the road. There are nearly 17,000 alcohol-related traffic fatalities annually. Another half a million are injured each year. In Delaware during Thanksgiving to New Year's, there were 17 of unbelted and/or alcohol-related traffic fatalities in 2004. Seat belts save lives. From 1975 through 2003, it is estimated that safety belts saved 179,756 lives and if all passenger vehicle occupants over age 4 wore safety belts, 20,984 lives could have been saved in 2003 (NHTSA). MADD needs the public's commitment to drive safe, sober and buckled up in order to save lives and prevent needless injuries due to alcohol-related traffic crashes.

For more information, please log onto www.madd.org.

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Fact Sheet

About MADD's *Tie One On For Safety* Campaign:

- ⌘ With the plea to *tie one on ... for safety*, Mothers Against Drunk Driving (MADD) asks holiday drivers to tie a MADD ribbon to a visible location on their vehicles. The ribbon is a symbol of the motorist's pledge to drive safe, sober and buckled-up and it reminds others to do the same.
- ⌘ The 2005 *Tie One On For Safety* message calls for a commitment to buckle-up because a seat belt is the best defense against a drunk driver.
- ⌘ *Tie One On For Safety* runs from Thanksgiving to New Year's Day—the heaviest travel season of the year and a time when drunk driving typically increases.
- ⌘ Takata, the world's largest safety belt manufacturer and provider of integrated safety systems, is the campaign's 2005 national presenting sponsor.
- ⌘ Started in 1986, *Tie One On For Safety* is MADD's largest public awareness program. Campaign activities are organized by a majority of the 600 local MADD affiliates across the country. More than six million ribbons are distributed annually.

National Drunk Driving & Safety Belt Usage:

- ⌘ 1,316 people were killed in alcohol-related crashes between Thanksgiving and New Year's Eve in 2004. (NHTSA, 2005)
- ⌘ In 2004, during the Thanksgiving to New Year's holiday season, 2,237 people died in alcohol-related crashes and/or crashes in which safety belts were not used. (NHTSA, 2005)
- ⌘ Last year nearly 17,000 people were killed in crashes involving alcohol—an average of one every 30 minutes. An estimated half a million people are injured in alcohol-related crashes each year. (NHTSA, 2005; Miller, 2000)
- ⌘ Alcohol-related crashes cost the American public an estimated \$114.3 billion, and people other than the drunk driver paid \$71.6 billion of that bill. (Taylor, Miller, and Cox, 2002)

What You Can Do:

- ⌘ Tie a ribbon to a visible location on your vehicle.
Ribbons are available through MADD chapters.
- ⌘ Be a responsible party host. Offer non-alcoholic beverages, serve high-protein snacks, and provide alternate transportation or accommodations for guests who have been drinking.
- ⌘ Always designate a non-drinking driver if your outing involves alcohol.
- ⌘ Visit www.madd.org for more tips and information.

