



FOR IMMEDIATE RELEASE
December 5, 2014

Contact: Johanna Krebs, MADD
203-764-2566; Johanna.krebs@madd.org

**MADD Connecticut, American Medical Response AMR, and Hartford Police Department
Kick Off Efforts in Hartford, CT
to Prevent Drunk Driving During the Holidays and Year Round**

IN MEMORY OF AMR PARAMEDIC DONAVAN ALDEN



WHAT: Mothers Against Drunk Driving (MADD) Connecticut is partnering with AMR and the Hartford Police Department for the 28th annual *Tie One On For Safety*[®] holiday Red Ribbon awareness campaign to prevent drunk driving. A *TOOFS*[®] kick-off and press conference will be held on December 11, 2014.

MADD will be reminding Connecticut adults to plan ahead for a designated non-drinking driver if they're planning to drink alcohol during the holiday season's festivities. MADD's annual *Tie One On For Safety*[®] campaign, sponsored by National Presenting Sponsor Nationwide Insurance, urges drivers to display a red ribbon on their cars as a reminder to support law enforcement crackdown efforts.

WHEN: Thursday, December 11, 2014 at 11am

WHERE: Hartford Police Department Headquarters, 253 High St, Hartford, CT 06103

WHO: The following people will be in attendance:

- Colleen Sheehey Church, MADD National President-elect
- Representatives from, AMR, Hartford Police and Fire Dept., City of Hartford Mayor's Office, Nationwide and other distinguished guests and sponsors

WHY: During the time period between Thanksgiving and New Year's in 2012 (the most recent year for which we have national data), 1,091 people were killed in drunk driving crashes nationwide according to the National Highway Traffic Safety Administration (NHTSA).

New Year's Day is the deadliest day of the year for drunk driving on our roadways. A total of 140 people were killed in drunk driving crashes during the New Year's Holiday in 2012 (12/30/2011 – 1/03/2012).

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For information on *Tie One On For Safety*, visit madd.org/toofs.

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