

ROAD TO SAFETY

Tie One On For Safety Campaign

(NAPSA)—To help ensure that the roadways are safer for family trips and holiday parties, Mothers Against Drunk Driving (MADD) is asking motorists to make a pledge to drive safe, sober and buckled up by tying a Tie One On For Safety (TOOFS) red ribbon to a visible location on their vehicles.



There are more than 17,000 alcohol-related traffic fatalities and half a million injuries annually.

The holiday season is often the most deadly for traffic fatalities involving alcohol, but the good news is that for the first time in four years, alcohol-related traffic fatalities and injuries have decreased slightly and seat belt use is up to 80 percent. Even though seat belts are the best defense against a drunk driver, there are still 29 states that don't have a primary seat belt law.

MADD and national presenting sponsor Takata, the world's largest seat belt manufacturer, ask everyone to pick up a red ribbon between Thanksgiving and New Year's Eve and to be safe on the road this holiday season and year-round.

The ribbons are available at participating Mazda dealerships and at local MADD chapters. To learn more about the campaign, visit www.madd.org.