

HIGHWAY SAFETY

Safe, Sober, Buckled Up

(NAPSA)—This holiday season, the roads can be much safer with everyone's help. Mothers Against Drunk Driving (MADD) asks motorists to pledge to drive safe, sober and buckled up by tying a ribbon to their vehicles. The campaign, Tie One On For Safety, is one of MADD's longest-running and most visible and includes a silver commemorative ribbon this year, instead of red, to mark MADD's 25th anniversary.



The Tie One On For Safety campaign urges motorists to tie a silver ribbon to their car antenna or other visible location on their vehicle.

The good news is that alcohol-related deaths Thanksgiving to New Year's dropped from 1,579 in 2003 to 1,316 in 2004. Additionally, year-round seat belt use is now up to 82 percent nationally. Unfortunately, the number of unrestrained and/or alcohol-related traffic deaths increased in 2004 over Thanksgiving to New Year's Eve to 2,237.

Tie One On For Safety helps save lives and prevent injuries and more than six million ribbons are distributed annually.

Takata, the world's largest seat belt manufacturer and national presenting sponsor of Tie One On For Safety, helps MADD bring the message home that seat belts are the best defense against a drunk driver. Takata and MADD are committed to road safety and passage of primary seat belt laws in every state.

Tie One On For Safety, silver commemorative edition ribbons are available at local MADD offices. For more information, visit www.madd.org.