

The Red Light Alert

Red Ribbons and "Tying One On" For Safety

Did You Know?

- 1,579 people were killed in alcohol-related crashes between Thanksgiving and New Year's Eve in 2003.
- 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.
- Last year in Michigan, there were 364 alcohol-related deaths and over 8,000 injuries.
- Alcohol-related crashes cost the American public an estimated \$114.3 billion, and people other than the intoxicated driver paid \$71.6 billion of that bill.

From the Capitol in Lansing to all parts of the state, red ribbons are on the way—tied onto vehicles. Mothers Against Drunk Driving (MADD) Red Ribbon Public Awareness Campaign began again at its annual News Conference to commemorate their 25th Anniversary.

"Tie One On For Safety," a holiday safe and sober driving campaign in support of the "You Drink & Drive. You Lose." Law Enforcement Mobilization, work together to save lives. A statewide drunk-driving crack down starts December 19 and runs through January 1.

Opening Ceremony

Glynn Birch, MADD National President, "Tied One On For Safety" to a 2006 HUMMER from Capitol

HUMMER at the opening ceremony at the Capitol on December 13. He leads the way for thousands of motorists who are expected to tie on over one million red ribbons in Michigan.

The potentially life-saving traffic safety initiative encourages drivers to tie on a MADD red ribbon to a visible place on their automobile. This is a symbol of their personal decision to drive sober and to remind other drivers to do the same.

Many MADD supporters, campaign sponsors, traffic safety advocates, law enforcement officers, government officials, and community representatives



National MADD President Glynn Birch, Executive Director MADD Michigan Homer Smith, and Law Enforcement "Tie One On."

assembled inside the Capitol rotunda area for the press conference. During the ceremony, MADD National President Glynn Birch applauded MADD for its ongoing commitment to traffic safety. *"This holiday season, MADD urges all motorist to drive safe, sober, and buckled up"* Birch stated.

Tie A Red Ribbon

A ceremonial red ribbon tying with

Prosecuting Attorneys Association of Michigan

116 West Ottawa
Suite 200
Lansing, Michigan 48913

Phone: 517-334-6060
Fax: 517-334-7052
Email:



We're On The Web!

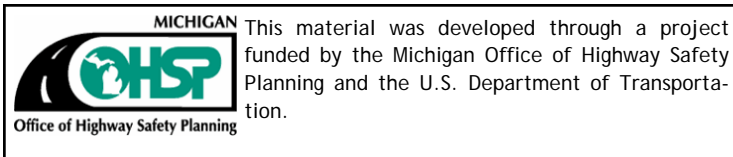
www.paamtrafficsafety.com

TRAFFIC SAFETY FORUM SITE

The Traffic Safety Forum is an electronic message group set up to keep prosecutors and assistant prosecutors in Michigan current with legal information as well as to provide a forum for the discussion about cases, motions, and other legal issues.

At this site there can be an exchange of ideas, as well as documents and PowerPoint presentations. The site is secure from the public and open only to prosecutors and assistant prosecutors. Currently, there are 188 members. On the site there are PowerPoint presentations dealing with .08, a chart regarding The Driver Responsibility Act, a generic PowerPoint Presentation on an OUIL (old law) case, and circuit court cases supporting the motorcycle helmet law.

If you have any questions, or want to get onto the site, email me at wallaced@michigan.gov or call 517-334-6060 ext. 827. Give me your name, email address, and where you work. I'll then send the invitation to you to join the Forum.



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officials was held in front of the Capitol with Glynn Birch, law enforcement, and MADD folks.

The "Tie One On For Safety" Red Ribbon Public Awareness campaign was created in 1986 to urge Americans to drive sober during the dangerous holiday season—a time when more people are traveling to visit family and friends, companies are holding annual holiday parties, and individuals are hosting festivities. This is a high risk time of the year when awareness is critical. International safety belt manufacturer

It's not how many drinks it takes to effect driving skills—it's how few.

Takata is a National Sponsor for the Red Ribbon Campaign.

Plan Ahead

"The holiday season is a busy time on our nation's roads with a high incidence of alcohol-related fatalities," said President Birch. MADD reminds drivers that even the smallest amount of alcohol begins to compromise driving skills and decision making, so selecting a designated driver is advised before any drinking begins. The designated driver should remain alcohol-free to provide a safe ride home. Planning ahead is critical because it's not how many drinks it takes to effect driving skills—it's



President Glynn Birch addresses the dignitaries at the MADD Press Conference

how few. Alcohol-free is the safest way to be (and the surest bet) when getting behind the wheel.

For more information on participating or to obtain a red ribbon, contact a MADD Chapter

or the MADD Michigan State Office at PO Box 21157, Lansing, MI, 48909, 517-487-6233.

Editor's Note: MADD Michigan press release, dated December 13, 2005.