

# Focus on...



**MADD**  
Mothers Against Drunk Driving™  
Les mères contre l'alcool au volant™

## MADD Canada

**Mission: To stop impaired driving and to support victims of this violent crime.**

"Get involved – phone 911 and keep our roads safe" 2008 Project Red Ribbon campaign launched for a safe and sober holiday season on Canada's roads

Mothers Against Drunk Driving (MADD Canada), launched its annual, national public awareness Project Red Ribbon campaign for sober driving through the holiday season with a plea to Canadians to get involved by phoning 911 when they see a suspected impaired driver on Friday, October 31st, 2008.

Margaret Miller, MADD Canada's National President, urged the public to take action in two meaningful ways. "We would like to see Canadians get involved in the fight against impaired driving. Call 911 if you see a suspected impaired driver and report the incident to the police. In this way the immediate danger of an impaired driving crash can be removed from the road," and Mrs. Miller adds, "You never know, by phoning 911 you may be saving a life."

"We would also like Canadians to make a personal pledge to drive sober and display a red ribbon on their vehicle or their car keys, purse, backpack or other personal item to reinforce the important message not to drive while impaired by alcohol or drugs."

The MADD Canada ribbon has become a familiar symbol of safe and sober driving throughout Canada. The annual ribbon campaign is one of the most visible public awareness drives against impaired driving during the Christmas and New Year's holiday season.

Millions of red ribbons are distributed across the country by MADD Canada volunteers with the hope of effectively delivering their sober driving message during the busiest social time of the calendar.

"By displaying the MADD Canada red ribbon, you make a personal commitment to drive sober," explains Mrs. Miller. "The red ribbon is a tribute to honour those who have been killed or injured in impaired driving crashes. It serves as a constant message to people on the roads to drive safe and sober."

There will be over 100 local Chapters and Community Leaders of Mothers Against Drunk Driving across Canada participating in the campaign. The National President says, "MADD Canada volunteers across the country will be in malls, with police at their roadside spot checks, in parades and at public events, raising the awareness on the dangers of impaired driving. Our volunteers and corporate sponsors will distribute literally millions of red ribbons over the next few months."

### The Red Ribbon and Leadership in the Fight Against Impaired Driving

MADD Canada's Project Red Ribbon campaign is supported by community partners such as local law enforcement and emergency medical service organizations as well as national, provincial, regional and local corporations.

Impaired driving remains Canada's number one criminal cause of death. Daily, 4 Canadians are killed and another 196 Canadians are injured in alcohol and drug-related crashes. More than 70,000 Canadian men, women and children are killed or seriously injured in impaired driving crashes annually. MADD Canada's volunteers and supporters are intent on altering these unacceptable statistics.

#### Contact your local MADD Canada Chapter – MADD Halton Region today!

Become a volunteer, member and/or supporter today!

(905) 844-0096 • info@maddhalton.org  
www.maddhalton.org • www.madd.ca

### MADD Canada's 2008/2009 Poster, Essay & Multi-Media Contests

"You have the POWER to stop impaired driving!"

For complete contest details and entry forms, please visit the youth section of [www.madd.ca](http://www.madd.ca) today!

Please submit completed applications to MADD Halton Region or MADD Canada:

2010 Winston Park Drive, Suite 500, Oakville, ON L6H 5R7  
info@maddhalton.org / info@madd.ca

Deadline for all submissions is May 1, 2009

#### Prizes for Teachers:

\$250 gift certificates from Scholastics Books to be awarded to two teachers who demonstrate the most original use of impaired driving education in their classroom.



If you're impaired by alcohol or drugs  
**DON'T DRIVE**

**Victims are our #1 Priority.**

If you need support,  
call 1-800-665-6233 X222

Call 911 if you suspect an impaired driver.

Call #TAXI (# 8-2-9-4) from any cell phone and be connected with the closest available taxi company.

#### 10 Possible Signs of an Impaired Driver

1. Driving unreasonably fast, slow or at an inconsistent speed
2. Drifting in and out of lanes
3. Tailgating and changing lanes frequently
4. Making exceptionally wide turns
5. Changing lanes or passing without sufficient clearance
6. Overshooting or stopping well before stop signs or stop lights
7. Disregarding signals and lights
8. Approaching signals or leaving intersections too quickly or slowly
9. Driving without headlights, failing to lower high beams or leaving turn signals on
10. Driving with windows open in cold or inclement weather



"With our Project Red Ribbon campaign MADD Halton Region members and supporters wish this holiday season is without an impaired driving death or injury."  
Chris Borak, Chapter President

MADD Halton Region would like to thank our sponsor below for their support



**DRIVEWISE**

(905) 875-0480 | info@drivewisemilton.com | www.drivewisemilton.com

**GOOD DRIVERS AREN'T BORN, THEY'RE BUILT**

## Why Training with Simulation Makes Sense?

- The Aerospace industry swears by it... they will not allow pilots to fly an Airplane with out flying on a Simulator FIRST...!!!
- We simply can't teach Winter Driving Techniques in the Summer without simulation...even in the Yukon...!!!
- Fog, Rain, High Winds (especially on the Skyway Bridge) are best experienced on the simulator first...practice does make perfect...!!!
- No matter how hard we try... we can't predict when a DEER might jump in front of the vehicle adding some excitement to the in-vehicle lesson – but on the simulator, it's guaranteed to happen more then once...!!!
- Tire-Blowouts on the 401 going 110km/hr are definitely BETTER

taught on the simulator then experienced in real life...!!!

- Having students text friends, drink bottles of water, or talk on their cell phones are all better taught on the simulator first, than if we had them trying it out while navigating the streets of Downtown Burlington where there are already enough distractions happening...!!!
- The only place to try out driving while under the influence of drugs or alcohol is on a Simulator...while wearing our Fatal Vision Goggles students will drive with impaired vision... we can instantly replay the impaired drive and show students how their vehicle handling abilities decrease dramatically... teaching a valuable lesson not taught anywhere else...!!!



During their 25 hours of in-class instruction, DriveWise includes 6 hours of virtual reality simulation driving. Students will practice how to avoid practically any life-threatening situation they can experience on the road and cover some important fundamentals that otherwise couldn't be taught.

#### UPCOMING COURSES FILLING UP FAST!

December 20, 21, 22, 23  
Sat., Sun., Mon & Tues  
9:30 a.m. to 4:15 p.m.

December 27, 28, 29, 30  
Sat., Sun., Mon & Tues  
9:30 a.m. to 4:15 p.m.

For Course Information: (905) 875-0480  
or visit [www.drivewisemilton.com](http://www.drivewisemilton.com)



**DRIVEWISE**  
Good drivers aren't born, they're built  
[www.drivewisemilton.com](http://www.drivewisemilton.com)

### Highly Interactive Learning Environment

- MTO Approved DriveWise Beginner Driver Education Program
- The ONLY Defensive Driving Program Which INCLUDES Virtual Reality Simulation
- EXTENSIVE HANDS-ON TRAINING In-class with simulation & in-vehicle

