



ANNUAL “TIE ONE ON FOR SAFETY” CAMPAIGN LAUNCHED TO PROMOTE SAFE AND SOBER HOLIDAY SEASON

COLUMBUS – Mothers Against Drunk Driving (MADD), the Ohio Department of Public Safety (ODPS), including the Ohio State Highway Patrol (OSHP), key sponsor Nationwide Insurance, law enforcement from around the state and other safety advocates gathered this morning to launch the annual “Tie One on for Safety” campaign with a message to drive safe, sober and buckled up.

Lois Briggs, whose daughter, Amy, was killed by a drunk driver in 1992, shared her story as a reminder that driving drunk affects everyone.

This is the 27th year for the holiday ribbon campaign, which encourages motorists to tie the MADD ribbon to their vehicles as a pledge to be safe on the roadways. The campaign also reminds drivers to buckle up, because a seatbelt is the best defense against a drunk driver.

“The safest choice is to always designate a non-drinking driver before you leave home,” said Doug Scoles, MADD Ohio Executive Director. “The red ribbons we are distributing during this campaign are a pledge to drive safe and sober, and a reminder to others who see the ribbons to do the same.”

According to OSHP crash statistics, in Ohio last year 470 people were killed in 431 alcohol-related crashes, with 22 of those crashed and 26 of those deaths occurring between Thanksgiving and New Year’s.

“The holidays are a joyous time of year, filled with celebrations, time with loved ones and good cheer, but one bad decision can change everything and everyone,” said ODPS Director John Born. “I urge all motorists to display a red ribbon and make good, sound decisions when it comes to safe and sober driving this holiday season.”

All of ODPS’ divisions are working to remind people to drive safe and sober. The Ohio State Highway Patrol and local law enforcement are using stepped up enforcement and educational efforts to prevent injuries and deaths. Law enforcement representatives from DUI Task Forces around the state, including Franklin County, attended the event in support of the campaign. Local Deputy Registrars for the Bureau of Motor Vehicles are passing out the red ribbons throughout the campaign and the Ohio Investigative Unit (OIU) will continue its focus on over-serving and underage consumption.

“We are urging motorists to make smart decisions -- plan ahead and designate a sober driver or call a taxi to ensure that everyone makes it home safe,” said Colonel Paul A. Pride, Ohio State Highway Patrol superintendent. “If everyone does their part, we can save many families from the heartache of losing a loved one.”

“Nationwide is proud to support the *Tie One on for Safety* campaign as a way to help protect families from the devastation of a drunk driving crash,” said Natalie Siston, Director of Affinity Business Development, Nationwide Insurance.

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