



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



Project Red Ribbon

is a commitment by Canadians to drive safe and sober. It is a highly visible, community public awareness program which depends on volunteer participation to promote the message that deaths and injuries resulting from impaired driving are needless tragedies.

Each year, from the beginning of November to the first Monday after January 1st, MADD Canada volunteers across the country distribute red ribbons and ask Canadians to display a ribbon on their vehicle or keychain, or on a personal item like their purse, briefcase or backpack.

The MADD Canada red ribbon is a significant symbol. By displaying this ribbon, you are making a personal commitment to drive sober.

A red ribbon is a sign of respect for the thousands of Canadians who have lost their lives or who have been injured as a result of impaired driving. The red ribbon also reinforces the message to drive sober through the holidays and throughout the year.

Display a ribbon and you will be in good company! Millions of red ribbons will be distributed throughout Canada during the campaign this year. And consider displaying the red ribbon year

round to show your commitment to safe and sober driving.

You can get your red ribbon either by donating online on the MADD website (www.madd.ca), or by contacting your nearest MADD chapter.

MADD Canada hopes the ribbon not only reminds people to drive sober, but also serves as a reminder of everyone's responsibility to call 911 if they see a suspected impaired driver. Call 911 and report impaired drivers to police and you will be making a meaningful contribution to reducing impaired driving deaths and injuries on our roads.