











2007 FACT SHEET

What is Tie One On For Safety (TOOFS)?

-  Started in 1986, MADD's premier public awareness project, Tie One On For Safety, celebrates its 21st anniversary this year. The red ribbon is a symbol of the driver's pledge to drive safe, sober and buckled up.
-  Tie One On For Safety is designed to bring awareness to the holiday season, statistically proven to be the time of year with the highest rate of alcohol related crashes. We ask those in support of this awareness initiative to display the red ribbon on their vehicle from Thanksgiving through the New Year.
-  Holiday drivers display a MADD red ribbon in a visible location on their vehicles to show family, friends and local community they support safer roads, free from drunk driving.
-  Tie One On For Safety is a national project organized by over 400 MADD affiliates across the country. More than 6 million ribbons are distributed annually.
-  Our message includes the use of seat belts because they are proven to be the best defense in a crash by a drunk driver.

Why is Tie One On For Safety important?

-  Each year more than 1,000 people die across the nation during the holiday season due to drunk driving crashes. More than 2,000 people are killed in drunk driving crashes and/or crashes where safety belts were not used.
-  According to the National Highway Traffic Safety Administration (NHTSA), an estimated 500,000 people are injured in alcohol related crashes each year.
-  Alcohol related crashes cost the American public an estimated \$114.3 billion per year. (Taylor, Miller and Cox)

There were 273 alcohol related fatalities in Indiana in 2006

How can you help?

-  Display a red ribbon in a visible location on your vehicle. Red ribbons are available through the MADD Indiana State Office at (317) 781-6233.
-  Host parties responsibly by offering mocktails and other non-alcoholic beverages, by providing alternate transportation or accommodations for guests who have been drinking. For safe party tips visit www.madd.org/safeparty.
-  Designate a non-drinking driver before drinking begins.

Please help bring awareness to the holiday season.



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