

NEWS RELEASE



FOR IMMEDIATE RELEASE

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National Park Services distributes MADD's red ribbons this November and December for 30th Anniversary of the Designated Driver and Red Ribbon Campaign

MADD marks 30 years since introducing the designated driver and the red ribbon awareness campaign, Tie One On For Safety

Irving, Texas (Nov. 21, 2016) - National Park Service (NPS) is teaming with MADD throughout November and December this year to distribute red ribbons to visitors, in honor of the 30th Anniversary of the Designated Driver and Red Ribbon awareness campaign, Tie One On For Safety.

[Mothers Against Drunk Driving](#)[®] (MADD) popularized the "Designated Driver" concept starting in 1986. The concept changed the culture of drinking and driving in America and created an understanding that impaired driving is socially unacceptable. As a part of the campaign, MADD is asking drivers across the country to show their commitment to protecting the public from drunk driving by displaying MADD's *Tie One On For Safety* red ribbon or decal on their cars available at madd.org/toofs and at select national parks throughout the country.

"We hope community members will help make our roads safer than ever this holiday season by planning ahead for a designated non-drinking driver if celebrations include alcohol," said Colleen Sheehey-Church, MADD National President. "We're honored to join with The National Park Service to celebrate the 30th anniversary of Tie One On For Safety and the critical role played by designated drivers."

With 3,000 DWI arrests made this year alone in national parks, this partnership is vital to both MADD and The NPS.

"We are thrilled to partner with MADD to kick off a safe holiday season in our national parks by distributing red ribbons to all visitors," Charles Cuvelier, Chief of NPS's Law Enforcement, Security and Emergency Services. "We hope to remind everyone to designate a nondrinking driver if their plans include alcohol, with the Tie One on for Safety Campaign."

The following parks will be distributing red ribbons this holiday season:

- Acadia National Park in Maine
- Blue Ridge Parkway in North Carolina and Virginia
- Chesapeake & Ohio Canal National Historical Park in Washington DC, Maryland and West Virginia
- Delaware Water Gap National Recreation Area in New Jersey and Pennsylvania
- Hot Springs National Park in Arkansas
- Natchez Trace Parkway in Mississippi, Tennessee and Alabama
- Padre Island National Seashore in Texas

The holidays are one of the most dangerous times on our nation's roadways, with more people traveling, an increased number of festivities where alcohol is served, and a surge in drunk driving. Between Thanksgiving and New Year's Eve in 2015, there were 973 drunk driving fatalities across the country, according to the National Highway Transportation Safety Administration. With so many options today such as Uber, taxis, public transportation and alcohol-free friends or family members, there is no excuse to drink and drive.

To order a free Tie One On For Safety red ribbon or donate for a window decal, visit madd.org/toofs. For safe party tips, visit madd.org/safeparty.

About Mothers Against Drunk Driving

Founded in 1980 by a mother whose daughter was killed by a drunk driver, Mothers Against Drunk Driving® (MADD) is the nation's largest nonprofit working to end drunk driving, help fight drugged driving, support the victims of these violent crimes and prevent underage drinking. MADD changed American culture by popularizing the "designated driver" and related red ribbon awareness campaign Tie One On For Safety® now in its 30th year. MADD's Campaign to Eliminate Drunk Driving® is marking its 10th anniversary and reducing drunk driving fatalities by 25 percent since its launch. MADD supports drunk and drugged driving victims and survivors at no charge, providing a service every four minutes through local victim advocates and the 24-Hour Victim Help Line 1-877-MADD-HELP. Power of Parents® and Power of Youth® programs reduce underage drinking. Learn more by visiting madd.org or calling 1-877-ASK-MADD.

About NPS:

More than 20,000 National Park Service employees care for America's 413 national parks and work with communities across the nation to help preserve local history and create close-to-home recreational opportunities. Visit us at www.nps.gov, on Facebook www.facebook.com/nationalparkservice, Twitter www.twitter.com/natl parks service, and YouTube www.youtube.com/nationalparkservice.