

Campaign to Eliminate Drunk Driving

Founded by a mother whose daughter was killed by a drunk driver, Mothers Against Drunk Driving (MADD) is the nation's largest nonprofit organization working to protect families from drunk driving and underage drinking. With the help of those who want a safer future, in 2006, MADD launched its *Campaign to Eliminate Drunk Driving* to end this danger on American roads.

The Campaign to Eliminate Drunk Driving focuses on three important steps we all can take today to stop drunk driving tomorrow:

- **Support our heroes.** Support high-visibility law enforcement efforts to catch drunk drivers and discourage others from driving drunk.
- **Sober to start.** Require ignition interlock devices, or in-car breathalyzers, for all drunk drivers, to prove they are sober before their car will start.
- **Secure the future.** Support the development of technology to automatically determine whether or not the driver is above the legal limit of .08 and failing to operate if the driver is drunk.

Great progress has been made to protect America's families — annual drunk driving fatalities in the United States are now half of what they were when MADD was founded. However, in 2010, drunk driving crashes still killed 10,228 people and injured another 345,000. In their lifetimes, one in three Americans will be involved in a drunk driving crash. The Campaign is working to take drunk driving off the front pages and put it in the history books.

One of the largest victim services organizations in the U.S., MADD also supports drunk driving victims and survivors — serving one person every nine minutes — at no charge. To learn more about MADD's work to protect families, please visit www.madd.org or call 1-877-ASK-MADD. Victims and survivors of drunk driving can also call our 24/7 helpline at 1-877-MADD-HELP.

For more information, please visit www.madd.org/campaign.