Nearly eight years after their parents were killed by an impaired driver, Jeremy and Kali O’Dell have become passionate advocates in the fight against impaired driving.

This past holiday season, they continued their efforts by launching Team O’Dell. The awareness program highlights the efforts of police and the general public to stop impaired drivers and to prevent tragedies such as the one that changed the O’Dell family forever.

The family was returning home from a visit with Kali and Jeremy’s grandparents when their car was hit by an impaired driver in New Brunswick in 2006. Their parents, Laura and Greg, were killed. Kali was 12 at the time. Jeremy was 9.

Kali spoke about the heartbreaking loss of her parents in a 2010 public service announcement for MADD Canada.

“The engine had lodged itself into their legs,” Kali said. “I remember leaning forward and I knew I couldn’t save Mom. Dad was gone. I could tell already. So I kissed their cheeks and told them I loved them. That was the last time I kissed my mother.”

In December, Kali and Jeremy teamed with the Codiac Regional RCMP and MADD Canada to launch Team O’Dell. The initiative recognizes law enforcement officers and others who work so hard to prevent impaired driving, and encourages the public to report drivers they suspect are impaired.

In the first week of the program, a total of 14 drivers were apprehended, including six who were reported by concerned citizens.

“We are very happy to see that members of the public are doing their part by contacting us immediately when they observe a driver that shows signs of impairment,” says Inspector Dave Vautour of Codiac RCMP.
Volunteers Excel At Delivering the Project Red Ribbon Message

Having experienced my first Project Red Ribbon campaign as National President this past holiday season, I cannot begin to tell you how inspired I am by our Chapter volunteers and Community Leaders across this country. From sobriety checkpoints to mall displays to parades and a great number of other community activities, our red ribbon had a real and tangible presence across the country.

I had the pleasure of being in Toronto for the national launch, which was held in partnership with MADD Toronto.

I was also pleased to visit Halifax for a special Atlantic Region Project Red Ribbon launch with Irving Oil. This company is committed to sharing our sober driving message with the communities they serve.

As I heard and read about other launches and activities, I was so proud of and grateful to the thousands of volunteers across the country who made this such an outstanding campaign. Thanks to all of your efforts, our red ribbon was seen and our sober driving message was heard.

See the next page for a small sample of the events which took place around the country.

Another event I’d like to highlight is one I did in conjunction with the RCMP. The National Conversation of Impaired and Distracted Driving webinar reached students around the country to explore how young people can help make our roads safer. Engaging youth in our mission is near and dear to my heart and I was honoured to have the opportunity to talk to these outstanding young students.

Angeliki Souranis
National President

Our New Look

Welcome to the newly re-designed MADD Matters! Our updated look provides all the same great information in a more colourful and easier-to-read format. We hope you like it.
In early December, MADD Canada and Irving Oil joined forces to remind people about the importance of always driving sober at the Atlantic Region launch of Project Red Ribbon. The event welcomed several special guests, including (from left to right): The Honourable Lena Diab, Minister of Justice and Attorney General for Nova Scotia; Margaret Miller, MLA for Hants East and former MADD Canada National President; Staff Sergeant Dianne Stairs, Acting Officer in Charge of RCMP Traffic Services; Johnny Grant, Irving Oil Manager of Sales and Operations for Eastern Canada; Angeliki Souranis, MADD Canada National President; Staff Sergeant Scott MacDonald, Halifax Regional Municipality Public Safety Officer; and Mike Savage, the Mayor of Halifax Regional Municipality.
LCBO Gives Back

The results from LCBO’s Giving Back In Our Community campaign are in and, once again, they have surpassed all expectations! Close to $2 million was raised for MADD Canada’s School Assembly Program. That’s a 34 per cent increase over last year’s total of just under $1.5 million.

The December campaign featured LCBO staff asking customers to add a donation to their purchase, as well as our Project Red Ribbon donation boxes at store checkouts. Overall, the campaign raised a new record of more than $4 million, which is divided between MADD Canada and four Ontario children’s hospitals.

MADD Canada’s School Assembly Program is comprised of a film and in-class discussion to educate students about the risks of impaired driving. It is seen by approximately one million students in Grades 7 to 12 every year.

As a long-time, generous supporter of the School Assembly Program in Ontario, LCBO and its employees and customers make it possible for MADD Canada to deliver the show to more than half a million students across the province, at absolutely no charge to the schools. With the funds from this latest campaign, we plan to double the number of elementary and middle schools receiving the program to 1,000, significantly increasing the number of students who see this vital sober driving message.

The funding will also enable MADD Canada to develop more online resources for parents, and continue to develop the Educator’s Guide that accompanies the School Assembly Program.

“We are proud to partner with MADD Canada for the annual Giving Back In Our Community campaign,” says LCBO President & CEO Bob Peter. “The generosity of LCBO customers and employees helps MADD Canada make a meaningful difference in the lives of young people by empowering them to make responsible choices to prevent impaired driving.”

“On behalf of MADD Canada and the hundreds of thousands of Ontario students who will see our presentation, we thank the LCBO, its staff and its customers for their commitment to helping us educate young people and make our roads safer from impaired driving,”

MADD Canada National President Angeliki Souranis
Conference Offers Support to Victims and Survivors

“Stories of the Heart” is the theme for MADD Canada’s 2014 National Conference for Victims of Impaired Driving.

Between April 25 and 27, victims/survivors of impaired driving from across Canada will come together for a weekend of support and fellowship. With the guidance of caring professionals and supportive peers, victims will take part in keynote and workshop sessions covering a wide range of topics designed to help them as they cope with traumatic, life-altering experiences. A special program of sessions and activities is also available for young victims/survivors (ages 15 to 25) of impaired driving.

The Candlelight Vigil of Hope and Remembrance – always the cornerstone event of the weekend – will be held on April 26 at 7:30 p.m. All events will be held at the BMO Financial Group Institute for Learning, 3550 Pharmacy Ave., Scarborough, Ontario. There is no cost to attend the Candlelight Vigil but interested individuals are asked to RSVP to Ardene Vicioso at avicioso@madd.ca. [Please note: individuals who are already registered to attend the full national Conference do not need to RSVP for the Vigil.]

MADD Canada’s annual Conference for French-speaking victims and survivors will be held on May 31, 2014, at Hotel Sheraton, in Laval. Once again this year, victims and survivors will have the opportunity to meet and exchange, while participating in workshops and seminars. The Conference will also include an evening Candlelight Vigil to honor victims and survivors. For any information on this French Conference, please contact mcmorini@madd.ca.

One Young Conference Delegate’s Experience

Taylor Duncan was 20 years old when she attended last year’s National Conference for Victims of Impaired Driving and took part in the special stream of programming for young victims/survivors, aged 15 to 25.

Her boyfriend Ryan had been killed by an impaired driver in 2012 and Taylor was struggling with her grief.

“It was scary to sit in a group of kids my age and hear their stories,” Taylor said. “But I also had the best days and nights since Ryan died. They knew the anger and sadness I was feeling…. It’s easier when you’re with a group of people the same age as you.”

It was there that she realized she was not alone. “You don’t get to prepare for that loss and, as sad as it is, it’s good to know there are people who understand what you’re going through.”

Taylor is especially grateful to the donors and supporters whose contributions made it possible for her and other delegates to attend the conference.

“Donors are phenomenal people who have the biggest hearts,” she said. “I wouldn’t be where I am today if I hadn’t gone to the conference. Lots of people need help like I did. And we can’t do it alone. To this day, I appreciate that I can get together with the people I met and reach out when I need help.”
IN THE NEWS

**Campaign 911 Ushers In Spring and Summer Seasons**

Summer seems a long way off right now but it will be here before we know it. With it comes increased road traffic – and increased risks of impaired driving – as people enjoy vacations, weekend trips and cottage getaways. To highlight the problem of impaired driving, and to encourage everyone to be part of the solution, MADD Canada is launching its annual Campaign 911 program.

*Campaign 911* encourages Canadians to help make roads safer by calling 911 to report suspected impaired drivers. Our Chapters and Community Leaders are working with police agencies, local governments and safety organizations to promote *Campaign 911* with road signs, billboards and public service announcements.

When the program started in 2007, many people had the misperception that they shouldn’t use 911 to report impaired drivers. *Campaign 911* reassures people that a suspected impaired driver is definitely an emergency situation and calling 911 is the right course of action.

Working with local police marine units, harbour authorities, marinas and boating clubs, MADD Canada delivers its *Campaign 911* message to lakes and waterways too, letting people know that boating while impaired is just as dangerous, and just as illegal, as driving a vehicle while impaired.

For information on the signs of an impaired driver and what information should be reported, visit the *Campaign 911* page at madd.ca.

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**Teen Stops Impaired School Bus Driver**

Recognizing and reporting an impaired driver can be a challenging situation for anyone, let alone a young person. But Collingwood, Ontario teen Brianne St. Onge didn’t hesitate for a moment when she suspected her school bus driver was impaired.

It was June of 2013 and Brianne was 17 years old. She demanded the driver stop the bus and hand over the keys. Then she called police. The driver was charged and later pleaded guilty to impaired driving.

Brianne doesn’t see herself as a hero but many other people do, including the Ontario Provincial Police (OPP) and MADD Canada. The OPP presented the teen with its Citizen Award, while MADD Barrie/Simcoe presented her with its Community Hero Award.

“Brianne’s courageous and decisive action are a great example of how everyone has the power to stop impaired driving,” said MADD Barrie/Simcoe President Sari Remes.
Allstate Canada Helps Launch *Project Red Ribbon*

This past holiday season, Allstate Canada was proud to once again stand shoulder-to-shoulder with MADD Canada volunteers to promote *Project Red Ribbon*, one of the country’s most recognizable road safety programs.

At the National Launch at Toronto Police Headquarters, Allstate Canada’s Director of Brand Innovation Lisa McWatt joined MADD Canada’s National President Angeliki Souranis, Ontario Minister of Transportation - The Honourable Glen Murray, Toronto Police Chief William Blair, Ontario Provincial Police Chief Super Intendent Don Bell, Toronto Fire Chief Jim Sales, and Toronto Emergency Services Deputy Chief Cindy Nicholson to raise awareness about the problem of impaired driving.

That was just the start. Leading up to the holidays, Allstate employees joined MADD Canada Chapters and Community Leaders at local events to promote this important initiative. Allstate representatives were present at a host of *Project Red Ribbon* launches across the country, including: York Region, Montreal, Edmonton, Calgary, Sarnia, Barrie, Windsor and Fredericton.

In addition to participating in *Project Red Ribbon* launches where Allstate Agencies are located, Allstate also responded to requests from MADD Canada Chapters seeking promotional materials to distribute at sobriety checkpoints. The Allstate team provided branded MADD Canada bookmarks and magnets. It was just another opportunity for Allstate Canada to help spread the word about the perils involved when drivers make the dangerous decision to drive impaired.
We Can All Make Strides for Change

Looking for a fun way to support the fight against impaired driving and support victims/survivors? Join MADD Canada’s Strides for Change!

MADD Canada’s annual 5 km walk/run is a fun, family-oriented event which brings communities together in the effort to prevent impaired driving. Strides for Change events will take place across the country from late Spring to early Fall, including the national event on Sunday, June 8 in Port Credit, Ontario.

For more information and to find an event near you, visit www.stridesforchange.ca.

Even if you can’t be at one of the event sites, you can still be a personal walker from anywhere at any time. Or you can show your support by making a charitable donation to Strides for Change.

Alcohol Countermeasure Systems (ACS) Makes Some Serious Strides!

Alcohol Countermeasure Systems (ACS), a leading manufacturer of breath alcohol testing instruments and supplier of alcohol interlock technology/services, have long been a supporting partner of MADD Canada. In 2013 they took on the additional role of Official Spons- sor for the first National Strides for Change event in Port Credit. Not only did the company contribute, but amazingly, 30 ACS employees ran or walked last June.

MADD Canada is proud to announce that ACS has become the Presenting Sponsor of the 2014 National Strides for Change taking place in Port Credit on June 8th. And their employee team is growing daily! MADD Canada would like to extend a big thank you to ACS, their employees, and everyone who takes part in this fun-filled, public awareness and fundraising event. See YOU on June 8th! Register on-line today. Visit www.runningroom.ca and search for MADD Canada’s Strides for Change.
Private Member’s Bill Would Introduce Mandatory Alcohol Screening for Impaired Drivers

MADD Canada welcomed the introduction of a Private Member’s Bill in Parliament last November that would add random breath testing (mandatory alcohol screening) provisions for impaired drivers to the Criminal Code of Canada.

Mandatory alcohol screening (also called random breath testing) authorizes police to demand a breath sample from any driver. It would greatly increase the number of drivers screened, and greatly increase the perception that if you drive impaired, the chance of getting caught is much higher. This impaired driving countermeasure has achieved significant and sustained reductions in impaired driving crash deaths in the numerous countries which have adopted it, including New Zealand, Australia and most European countries.

The Private Member’s Bill, if passed, would amend the Criminal Code of Canada to: enable police to demand a breath sample from drivers, as long as the police officer has an approved screening device in his or her possession; and enable police to demand a breath sample from any driver they have reasonable grounds to suspect was operating a motor vehicle that has been involved in a crash resulting in death or bodily harm to another person. Further, if police cannot identify the driver with certainty, they may demand a breath sample from any person that they have reasonable grounds to suspect was operating the vehicle.

The Bill was introduced by the New Democrat Party. Representatives from MADD Canada were pleased to be in Ottawa for the announcement of the Bill.

“MADD Canada is pleased to support this major step forward in the fight to stop impaired driving,” said MADD Canada National President Angeliki Souranis. “This measure will help prevent impaired driving and the senseless crashes that kill and injure thousands of Canadians every year.”

Mandatory alcohol screening would reduce impairment-related crash deaths and injuries by 20% in Canada annually, MADD Canada estimates. That’s approximately 200 lives saved and more than 12,000 injuries prevented each year.

MADD Canada’s comprehensive analyses of the impact and costs of random breath testing/mandatory alcohol screening found it will prevent deaths and fatalities and reduce the social costs of impaired driving by billions of dollars annually, without significantly increasing demands on police resources or unduly burdening the justice system or the driving public.
**MADD Abbotsford** (BC) hosted a booth at the Fraser Valley TeenFest on February 1 at The Cloverdale Rodeo & Exhibition Fair Grounds in British Columbia. TeenFest is a grassroots, holistic healthy living event. The Chapter had a fantastic time and connected with hundreds of youth, their parents, and service providers at an interactive booth. The Fatal Vision goggles which simulate impairment were a huge success and one of the ways in which MADD Canada really got its message across.

Volunteers Patrick McDonald and Lisa Howse at the Fraser Valley TeenFest.

MADD Central Okanagan (BC) volunteers attended various check stops over the holiday season. The Kelowna RCMP reported that during December road checks, approximately 800 cars were checked and instant roadside prohibitions were handed out to 20 drivers. Cst. Kris Clark of the Kelowna RCMP said that the new Call 911 signs to report impaired drivers are having a big impact. In the first six months since the signs were installed, the number of calls to report impaired drivers has increased 8%. Many thanks to the community for its participation and to the RCMP for removing impaired driving from the roads.

Volunteers Chris Buysen, Nate Matis, Don Defty, Julie Mori, April Reekie, Geri Schamerhorn, Mary Goorevitch, Sharron Vetsch helped spread the sober driving message to motorists during a sobriety checkpoint in December.

MADD Kimberley Cranbrook (BC) thanks all who came out to its first New Year’s Family Dinner & Dance. A fun time was had by all and the Chapter cannot wait to do it again next year. Special thanks to the sponsors, chef, helper, disc jockey and SADD volunteers for all of their support and hard work to make this event a success.

Hitting the dance floor at MADD Kimberley Cranbrook’s first New Year’s Family Dance & Dinner.
**MADD Edmonton** (AB) held its 2nd annual Christmas Party and volunteer appreciation night at the Edmonton Marriott River Cree Resort. Everyone was treated to a delicious meal and entertainment. Taylor Duncan won the Chapter’s Volunteer of the Year Award. Taylor has been with the Chapter for two years. She first came to MADD Canada for victim support after losing her boyfriend Ryan. Since then Taylor has thrown herself into helping others and is always the first to volunteer for events and presentations. Taylor is also the Chapter’s new Director of Youth Services.

**MADD Winnipeg** (MB) participated in the annual Santa Claus Parade where its float won an award for Innovation and Inspiration. A great achievement considering there were 98 floats in the parade! The win included a monetary award for the Chapter.

**MADD Meadow Lake** (SK) hosted its first Zumbathon on January 11th. Local Zumba instructors volunteered their time for this great awareness event. The Chapter was pleased to welcome a lot of child participants and was eager to show them what MADD Canada was all about. The Zumbathon went 1 ½ hours straight, stopping occasionally between songs for door prizes. One dance was done with the Fatal Vision goggles (with a spotter, of course). Many thanks to all who took part in this 1st year event and helped make it fun and successful.

**MADD Ottawa** (ON) participated in the National Day of Remembrance for Road Crash Victims on November 20th at Ottawa City Hall. The evening began with a candlelight procession/vigil, led by an RCMP Piper, which included first responders, invited guests, and any community members who wished to take part in the walk around City Hall. Once the procession concluded, everyone was formally welcomed to the event and various speakers addressed the group that gathered that evening. MADD Canada’s National President, Angeliki Souranis spoke on behalf of MADD Canada. Afterwards, a reception was held featuring displays from participating organizations.

**MADD Winnipeg** Chapter’s award winning entry in the annual Santa Claus parade.

**MADD Meadow Lake** hosts its first Zumbathon.

Breaking out the Zumba moves.

Kathy Gagnier, Sgt. John Kiss - Ottawa Police Services, Ontario Province Police Constable Rheal Levac, Jessica Rawcliffe, Gregg Thomson, Marg Hurley and Gaetan Gendron take a moment to pose as a Chapter during the reception portion of the event.
MADD Oxford County (ON) held their 1st annual Voluntary Toll on November 30th in Woodstock. Kudos to Community Leader Karmel Smith and her small team of volunteers, including Woodstock Police Officers and Auxiliary, and the Rodrigues-Fleming family. Mary Rodrigues and Mike Fleming’s 5-month-old son, Alexander Gideon Fleming, affectionately known as baby Alex, was killed by an impaired driver in 2008. Baby Alex was the featured victim story for MADD Canada’s 2013 Project Red Ribbon campaign. Baby Alex’s brothers, Max and Ethan were also on hand to help out. The community support was tremendous and extra special because the story was so close to home.

MADD Timiskaming & Area Chapter (ON) held their annual Jail-a-thon awareness fundraiser at Walmart on November 23. The Chapter raised $2,003 in three hours while distributing hundreds of red ribbons. Volunteers willingly suited up in prisoner overalls and were thrown “into jail.” The “prisoners” asked the community to bail them out in exchange for a donation to the Chapter.

MADD Annapolis Valley and MADD Pictou County (NS) have each been the recipient of a $1,000 donation from PANS (Police Association of Nova Scotia) in funds raised from charity hockey games. It’s a night of fun on ice with a bit of focus placed on playing the game and a lot of focus placed on entertainment and humour. MADD Annapolis Valley President Charlie Lahey was on hand at the arena in Wolfville for the cheque presentation. This is the 6th year for proceeds to be donated to the Chapter. MADD Pictou County President Winnie MacDonald was in attendance in New Glasgow to accept the cheque on behalf of the Chapter. This is the 1st year for proceeds to be donated to their Chapter.
MADD Bay of Fundy [NS] and MADD Lunenburg Queens [NS] were pleased to accept donations from games between the RCMP “Old Timers” and a local hockey team, in each of their areas. MADD Bay of Fundy President Byron Butt, a retired RCMP Constable, suited up for the game in Kingston and Cst. Laura Cormier of the Liverpool RCMP officiated the game in her hometown. In both locations Chapter volunteers were able to set up information tables, give out MADD Canada materials, hold a silent auction, recruit new members, and promote the Nova Scotia Monument for Victims of Impaired Driving.

In early January, MADD Beauce [QC] in collaboration with Club de VTT Les Jarrets noirs held their 5th MADD Memorial ATV ride. More than 80 ATVs participated to the 50 km benefit ride and crossed the MADD Canada Memorial Bridge dedicated to all victims/survivors of impaired driving. Media were invited to participate thanks to the generous contribution of Équipe Motopro of Saint-Georges-de-Beauce who provided them with their own ATVs. At the end of the day, 175 people attended the spaghetti dinner. The 2014 MADD Beauce/ Jarrets noirs Memorial ride was a great success and a great example of community partnership.

On November 30, MADD Ville de Québec [QC] held its very first Project Red Ribbon launch. A walk from Colisée Pepsi was organized and participants were invited to test the Fatal Vision goggles while operating go-karts provided by KAP Québec. MADD Beauce’s MADD Mobile was also on display. Despite the bitter cold, the event was covered by local media and red ribbons were distributed to participants and the general population. All in all, a great first event!

New Chapters and Community Leaders
At the National Board of Directors meeting in February, two Community Leaders were approved for Chapter status. Congratulations to MADD Burin Peninsula [NL] and MADD Péninsule acadienne [NB].

We are also pleased to welcome new Community Leaders groups to the MADD Canada family: MADD Elkford/Sparwood [BC], MADD Norfolk County [ON] and MADD Kingston & District [ON].

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IPromise Bracelets Raise Funds, Awareness for MADD Canada

The IPromise campaign raises awareness about the potential consequences of driving impaired. At the heart of the program is the IPromise bracelet which symbolizes the wearer’s promise, to his/her mother and to the world, to never drive impaired. The bracelet serves as a constant reminder of that commitment.

The IPromise bracelets sell for $5, with $2 of every purchase donated to MADD Canada. Do you promise? Get your IPromise bracelet today at www.ipromisemom.com or at www.madd.ca.

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CONTACT US

P: 905-829-8805 | 1-800-665-MADD
F: 905-829-8860
E: infoldmadd.ca
2010 Winston Park Drive,
Suite 500, Oakville,
ON L6H 5R7

Chair of Board of Directors: Gregg Thomson
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