

Spring 2009



MADD



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

MATTERS

MADD
Canada's
Mission:
To
Stop
Impaired
Driving
And
To
Support
Victims
Of
This
Violent
Crime.

MADD Canada's Message to Reach Thousands More Students as a Result of Record Donation from LCBO Customers

MADD Canada's powerful *High School Multi-Media Assembly Program* will be delivered to thousands more students than ever before thanks to an extraordinary donation through the LCBO.

LCBO customers recently donated \$445,261 to MADD Canada through the December donation program in LCBO retail stores that coincided with MADD Canada's *Project Red Ribbon* campaign. The donation is significant on two fronts: it is the largest donation LCBO has made to MADD Canada and is the second largest single donation MADD Canada has ever received. LCBO's total donations over the years have surpassed \$1 million.

"This donation will help us expand our reach in Ontario," said MADD Canada Volunteer National President Margaret Miller. "With the LCBO's support, thousands more high school students throughout the province will see and hear the message that impaired driving ruins lives."

The LCBO runs an in-store donation box program to raise funds for provincial and local charities. Each October and December, the program is supplemented with prompted donations. LCBO employees appeal to customers to make a donation on credit and debit card

purchases. This past December, LCBO's staff and customers raised a record \$890,523 which was divided among MADD Canada and four provincial children's hospital foundations.

"LCBO retail employees have proven that when we ask our customers to support worthy causes, they will come through," said LCBO's Vice President, Retail, Roy Ecker. "These results also tell me we are connecting with the values of customers by providing opportunities for them to support charities they believe in."

Employees and customers at 605 LCBO stores and 220 agency stores enthusiastically supported the campaign.

Thank you!

By donating at LCBO stores
in December, you raised
\$890,523.39
for the following charities:



More on page 2

A Record Donation from LCBO Customers

continued from page 1

The following stores were the top fundraising sites in each of LCBO's four retail regions:

- Store #380 at Highway 2 and Church Street in Colborne.
- Store #92 at Fourth Avenue and Third Avenue in Englehart.
- Store #346 at Highway 7 and Weston Road in Woodbridge.
- Store #401 at Thorold Stone Road and Portage Road in Niagara Falls.

LCBO's head office created a video to help store employees feel more comfortable asking customers to add a donation to their purchase, and many store managers engaged their staff in friendly competitions to raise more money than other stores.

"We are proud to live and work in a community that so generously supports such worthy causes," said Colborne Manager Jim Wallace.

MADD Canada thanks the employees and customers at these and all LCBO locations for their tremendous commitment and support.

Multi-Media programs have been a component of MADD Canada's youth services since 1994. Educating youth about the very serious consequences of impaired driving is critical to our mission to stop impaired driving.

As a provincial sponsor of the *High School Multi-Media Assembly Program*, LCBO helps support the program on an annual basis. This year's program, *Dead on Arrival*, is being delivered to some 300,000 students in Ontario, and 750,000 nationwide. It features a compelling dramatization of a group of high school students whose lives are forever changed following an impaired driving crash. The program also includes the moving and emotional stories of real life victims, as told by their families and friends. The hard hitting presentation has been very well received by students and schools across the country.

MADD Canada is now developing its 2009-2010 *High School Multi-Media Assembly Program*, called *Wasted*. It will begin touring schools across the country in September 2009. LCBO's donation will enable MADD Canada to put an additional School Outreach Field Representative on the road in 2009-2010 to deliver *Wasted* to more Ontario high school students.

LCBO's commitment to social responsibility includes initiatives aimed at promoting responsible drinking and preventing impaired driving. Its high-profile, responsible drinking campaigns help raise awareness of the consequences of drinking and driving to encourage people to make the right choice.

The LCBO and MADD Canada first joined forces in 1995 and since then have partnered on numerous public awareness activities to reduce impaired driving, including poster campaigns, billboard ads and television campaigns.



MADD Canada's 2009-2010 *High School Multi-Media Assembly Program* is called *Wasted*. Featuring a bold dramatization of the effects of impaired driving and moving testimonials from real life victims, the program compels students to examine the life-changing effects of one wrong decision.

For more information on *Wasted*, please see the article on Page 6.

OUR SPONSORS

On behalf of MADD Canada and the hundreds of thousands of students across Canada who are experiencing our powerful *Dead on Arrival* presentation this year, we would like to thank the following major sponsors:

Presenting Sponsor:

General Motors of Canada Limited

National Sponsor:

Allstate Insurance Company of Canada

Official Sponsors:

#TAXI, CN, RBC Foundation

Provincial Sponsors:

LCBO, Manitoba Public Insurance

Vehicle Sponsor:

Discount Car and Truck Rentals Ltd.

For a complete list of our *Dead on Arrival High School Multi-Media Assembly Program* sponsors, please see Page 12.

Spreading Our Message Through Awareness and Public Policy



November was exciting as MADD Canada's annual *Project Red Ribbon* campaign celebrated its 21st anniversary. All Chapters and many Community Leaders participated in the campaign again this year and we saw some truly innovative initiatives to promote our message to drive sober. This year's campaign was particularly meaningful for my family and me because it featured our son Constable Bruce Miller.

Bruce was a Nova Scotia police officer who needlessly lost his life in an impaired driving crash and it made each event I attended even more special to have Bruce's picture next to me on the podium. I want to thank all of our sponsors, supporters and volunteers for making this campaign possible. Each time I saw our red ribbon on a vehicle, it made me a little more proud because it meant we had reached one more person with our message and they supported our mission.

On behalf of MADD Canada, I would like to thank the Allstate Insurance Company of Canada for their continued support. Allstate has been a Title Sponsor of *Project Red Ribbon* for 21 years now. I'd also like to welcome Recochem Inc. as a first time Sponsor of the campaign. Recochem donated 10 cents from the sale of each gallon of windshield wash. Our thanks to these and all sponsors of *Project Red Ribbon*.

The new year brought an update to our statistics on *The Magnitude of the Alcohol/Drug Related Crash Problem in Canada*. Though the number of Canadians killed or injured in road crashes went down in 2006 compared to 2005, the number has not changed significantly since 2000. Unfortunately, the number of Canadians killed or injured in impaired driving crashes increased by 5%. Each day, on average, 4 people are killed and 207 people are injured in impaired driving crashes in this country.

Clearly, there is still much work to be done if we are to achieve our mission to stop impaired driving. But I believe, working together, we will do just that.

One of the ways we are having a significant impact is through our public policy work. With our research, public policy papers and calls to action, MADD Canada is making the case for changes to impaired driving laws to reduce impaired driving deaths and injuries. In March, I joined Professor Robert Solomon and CEO Andrew Murie in Ottawa for a

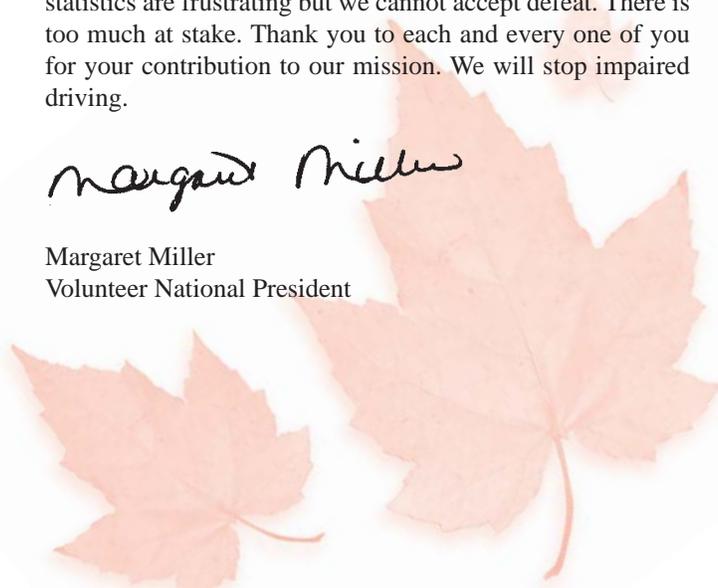
meeting with Federal Justice Minister Nicholson and for a presentation to the House of Commons Standing Committee on Justice and Human Rights. Our message to the Minister and the Committee was that, although improvements had been made, there is still much work to be done. Professor Robert Solomon presented information on what MADD Canada sees as the next steps to improve current impaired driving laws, following the introduction of Bill C-2 last year. We outlined three key issues and urged the Justice Committee to consider them in their current and future work: enacting a Criminal Code .05% BAC impaired driving offence; giving police the authority to conduct random breath testing for screening drivers; and eliminating or reducing mandatory driving prohibitions for impaired offenders enrolled in an alcohol ignition interlock program. You can read more about our presentation to the Justice Committee in the Publications section on www.madd.ca.

Looking ahead to the coming months, MADD Canada is gearing up for the 2009 launch of *Campaign 911* in May. As you will read in this issue, *Campaign 911* is forging new partnerships, breaking new ground and welcoming new supporters. We will also begin seeing our *Strides for Change* events beginning across the country in May and our new *High School Multi-Media Assembly Program*, called *Wasted*, will begin touring high schools across the country in September.

I want to take this opportunity to thank you all for your hard work and your support. All of the activities I've mentioned here would be impossible without the involvement of our Chapters, Community Leaders, volunteers, sponsors, donors and supporters. I know that sometimes it's not easy and the statistics are frustrating but we cannot accept defeat. There is too much at stake. Thank you to each and every one of you for your contribution to our mission. We will stop impaired driving.



Margaret Miller
Volunteer National President



0.00% BAC For Young Drivers



MADD Canada calls on all provinces/territories to enact 0.00% BAC (blood alcohol concentration) restrictions for young drivers.

Though there have been significant decreases in the number of impaired driving deaths and injuries amongst youth, road crashes remain the number one cause of death for teenagers in Canada. In 2003, while 16-25 year olds constituted only 13.7% of the Canadian population, they accounted for 32.1% of all alcohol-related traffic deaths.

In 2006, MADD Canada released the report *Youth and Impaired Driving in Canada: Opportunities for Progress*.

One of the key recommendations of the report was for all provinces and territories to enact legislation for a 0.00% BAC restriction for all drivers under 21. MADD Canada believes that this one legislative change, if adopted by all provinces and territories, will dramatically reduce alcohol-related deaths and injuries among youth. This legislation would impact not only young driver fatalities and injuries but youth pedestrian and passenger fatalities and injuries and as well.

Manitoba has enacted the model legislation for 0.00% BAC for novice drivers. Manitoba's 0.00% BAC restriction applies to all novice drivers for their first five years of driving regardless of their age. Ontario, Nova Scotia and New Brunswick have recently enacted a 0.00% BAC restriction to age 21 but this legislation has not been proclaimed yet.

MADD Canada wants the remaining provinces to enact this life saving legislation. Given the devastating toll that impaired driving has on Canadian youth, enacting 0.00% BAC for young drivers should be of high priority for all the provinces and territories.

Red Ribbons Fly Across Canada



Millions of red ribbons were distributed across the country between October 31 and January 5 for *Project Red Ribbon*, MADD Canada's annual public awareness campaign to urge Canadians to drive sober throughout the holiday season and to honour those who have been killed or injured due to impaired driving.

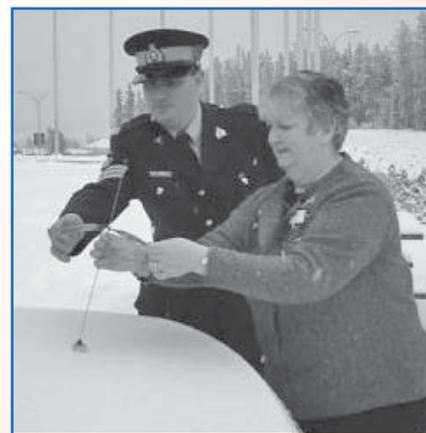
With the campaign now complete, MADD Canada would like to thank all Chapters, Community Leaders and volunteers who undertook a wide range of diverse activities and events to raise awareness. From hanging posters to manning displays to decking out police cars in red ribbons, volunteers enthusiastically spread the MADD Canada message to drive sober.



In Quinte, candles were distributed with the red ribbons. People were encouraged to light the candles in memory of those killed or injured by impaired drivers.



A large red ribbon was used as part of a parade float in Fraser Valley to raise awareness and spread the drive sober message.



Tying one on a police car in Whitehorse.

Campaign 911 Welcomes New Partnership in New Brunswick

With involvement from national police associations, provincial and local police forces, program sponsors and MADD Canada's volunteers, *Campaign 911* is steadily gaining momentum.

Campaign 911 encourages and empowers the Canadian public to call 911 and report suspected impaired drivers. MADD Canada Chapters and Community Leaders team with local police and communities to promote the program through a variety of activities and materials, including sobriety checkpoints, billboards, posters and signs.

The program received a high-profile boost in February with the announcement of a new partnership in New Brunswick. MADD Canada and Alcool NB Liquor joined forces with the Rothesay Regional Police and Saint John Police departments to hold a sobriety checkpoint in the Saint John area to promote the campaign. MADD Canada volunteers were on site to distribute new visor notebooks that list 10 possible ways to spot a suspected impaired driver. The notebooks are also being distributed at all Alcool NB Liquor stores throughout New Brunswick.

With strong sponsors and partners, and the dedication of our Chapters and Community Leaders across the country, *Campaign 911* can have a real impact on the reduction of impaired driving, said MADD Canada Volunteer National President Margaret Miller.

"Effective 911 programs increase arrest rates for impaired driving by 30%, on average," Mrs. Miller said. "*Campaign 911* encourages Canadians to help police get impaired drivers off the road before tragedies occur. If you see a driver you suspect is impaired, make that call. Every emergency call could prevent an impaired driving crash, death or injury."

"By educating the public on the possible signs of an impaired driver, we're sending a message that there will now be thousands of eyes watching the road," said Dana Clendenning, President and CEO, Alcool NB Liquor.

The partnership with Alcool NB Liquor marks the first time that MADD Canada has teamed with a liquor jurisdiction to promote *Campaign 911* in Canada. MADD Canada is encouraged by the efforts of these public service organizations to help build awareness of the campaign and the prevention of impaired driving.

MADD Canada is proud to be supported by Alcool NB Liquor, which is not only funding the joint program in New Brunswick, but has also made history as the first liquor

corporation in Canada to sponsor *Campaign 911*. Alcool NB Liquor has been a long-time supporter of MADD Canada's elementary and high school *Multi-Media Assembly Programs* and *Project Red Ribbon* campaign.

For more information about *Campaign 911*, visit www.madd.ca.

Campaign 911 Sponsors

Title Sponsor: # TAXI

Official Sponsor: Allstate Insurance Company of Canada

Provincial Sponsor: Alcool NB Liquor



10 Possible Signs of an Impaired Driver

1. Driving unreasonably fast, slow or at an inconsistent speed.
2. Drifting in and out of lanes.
3. Tailgating and changing lanes frequently.
4. Making exceptionally wide turns.
5. Changing lanes or passing without sufficient clearance.
6. Overshooting or stopping well before stop signs or stop lights.
7. Disregarding signals and lights.
8. Approaching signals or leaving intersections too quickly or slowly.
9. Driving without headlights, failing to lower high beams or leaving turn signals on.
10. Driving with windows open in cold or inclement weather.

Safety Reminders

- Please observe all safety rules.
- Keep your distance from the impaired driver.
- Wear your seatbelt.
- Use extreme caution when using a cellular phone to call 911.
- Police officers are trained specialists, let them do their job.
- Never try to apprehend the impaired driver yourself.

WASTED – MADD Canada’s 2009-2010 *Multi-Media Assembly Program*

Each day, on average, 4 people are killed and 207 people are seriously injured in impaired driving crashes which are 100% preventable. This is just one of the facts that MADD Canada’s 2009-2010 *High School Multi-Media Assembly Program* will ask Canadian high school students to consider.



Titled *Wasted*, the upcoming year’s program offers a bold look at the tragic and lasting effects of one wrong decision – the decision to drive while impaired or ride with an impaired driver.

The dramatization depicts three high school friends who are forever impacted by an impaired driving crash. Their story is followed by emotional testimonials from families whose children have been killed in impaired driving crashes. As the presentation ends, students are reminded of the sheer magnitude of this violent crime with a moving patchwork of photos of victims – more than 600 people, from babies to grandparents – who have been killed or seriously injured in an impaired driving crash.

Speaking to students in their own language, *Wasted* gives the cold hard facts about alcohol, drugs and driving, including the legal and social ramifications of impaired driving, binge drinking,

impairments caused by cannabis (on its own or combined with alcohol) and the dangers of accepting rides from alcohol and drug impaired drivers.

MADD Canada’s *High School Multi-Media Assembly Programs* have proven highly effective in raising awareness of the risks of impaired driving among students. According to survey results, 84.4% of students said they were less likely to drink and drive and 79.3% said they were less likely to ride with a drinking driver after participating in the assembly program (Carleton University Survey Centre).

Wasted will begin appearing in high schools across the country this September.

National Candlelight Vigil Ceremony

MADD Canada invites you to attend its National Candlelight Vigil Ceremony on April 25. This moving and emotional service provides an opportunity for bereaved and injured victims to come together to share their losses and support one another. It is held each year during MADD Canada’s National Victims’ Weekend.

Registration for the National Victims’ Weekend is now closed, however the Vigil Ceremony is open to the public.

Candlelight Vigil

Saturday, April 25 - 7:30 p.m. to 9 p.m.

Presentation Hall – Bank of Montreal Institute for Learning,
3550 Pharmacy Ave., Scarborough, Ontario.

There is no charge to attend the Vigil but interested individuals should R.S.V.P. to Arden Vicioso at avicioso@madd.ca. Individuals who have already registered for the National Victims’ Weekend do not need to R.S.V.P. for the Vigil.



In the West...

Tracie Baceda and Taber Police Chief, Terry Dreddy participated in the **MADD Taber/Lethbridge & District Chapter Project Red Ribbon** launch. Terry donated 4 MADD license plates to place on the front of the Taber police cars. They will stay on the cars for 6 months of the year and alternate with another group in town.



\$2 from each meal sold. Lastly, the Chapter launched a *Campaign 911* poster campaign in a local movie theatre in Uxbridge as part of the Durham Region Safer Bars & Communities Coalition.

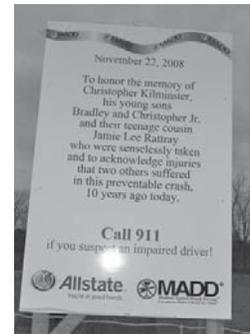
MADD Elliot Lake Chapter partnered with the Elliot Lake Fire Department, Algoma EMS, the City of Elliot Lake and the OPP to erect an 8x12 *Campaign 911* billboard on Highway 108. The sign will officially be unveiled in April 2009.



MADD Kawartha Lakes Chapter participated in the Lindsay Santa Claus Parade and coordinated a Grocery Bagging Day with local police, OPP, EMS and Fire. The Chapter sponsored four shows at local high schools and is busy planning their 4th annual *Strides for Change* event scheduled for June 6th.

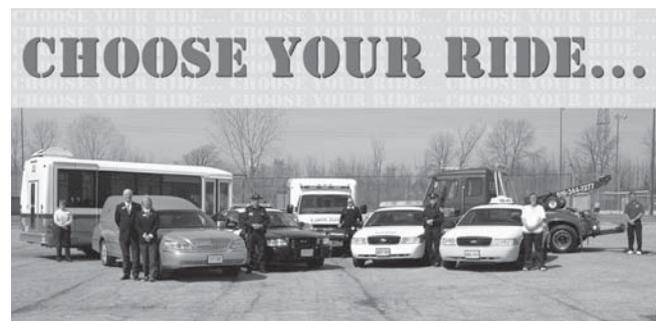
A parent's vehicle, a taxi, a police cruiser, an ambulance or a hearse - what would you prefer to ride in? Last spring, **MADD Cold Lake Region Chapter** partnered with Cold Lake Fire Rescue, Ambulance Services, RCMP, Victim Services Unit, Memento Funeral Chapel, Cold Lake Cabs, Collision Towing, City of Cold Lake, Assumption/Grand Centre High School drama students, makeup artist, AADAC, and Lakeland P.A.R.T.Y. Program to stage a mock drinking and driving crash scene. The Chapter is looking forward to re-creating this very impactful event, *Choose Your Ride Grads*, in May 2009.

MADD Kingston & District Chapter volunteer and Chapter founder, Hazel Huneault, organized a local memorial to commemorate the 10th anniversary of a crash near Kingston that claimed the lives of three children and one adult on November 22, 1998. The memorial and sign also acknowledged the injuries sustained by two other victims in the same crash. In partnership with Allstate Insurance Company of Canada, the sign was erected as a roadside memorial and a way to empower the public to call 911 if they suspect an impaired driver. Local police, OPP, EMS and victims were in attendance and participated in the unveiling.



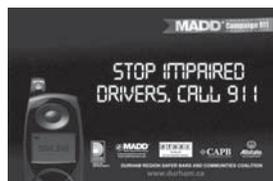
MADD Winnipeg Chapter launched its *Project Red Ribbon* campaign with keynote speaker, Manitoba Minister of Justice Dave Chomiak. Minister Chomiak indicated very clearly that impaired driving is a crime and he pledged a strong government position against impaired driving in Manitoba. The launch also included representatives speaking on behalf of the Mayor, Chief of the Winnipeg Police Service and the Commanding Officer of the RCMP "D" Division.

Minister of Justice Dave Chomiak (centre) with *Project Red Ribbon* Chair Laura Calder and Chapter President Doug Mowbray.



In Ontario...

MADD Durham Region Chapter volunteer activities included participation in the Ajax Santa Claus Parade, hosting a local Victim Vigil and teaming-up with the Mongolian Grill restaurant in Whitby for MADD Mondays. The Chapter received



MADD Sarnia/Lambton Chapter launched a *Choose Your Ride* bus board and poster campaign in partnership with the Lambton Safe Roads Committee in December 2008. The Chapter is currently planning a Red Hat Gala fundraiser in celebration of their 10th anniversary. The Gala is scheduled for September 5th, 2009 and will feature entertainment, full "black tie dinner," music, dancing and a silent auction.

MADD Thunder Bay Chapter volunteers partnered with local OSAID students and Jerry's Road Side Service to participate in the Thunder Bay Santa Claus Parade. The Chapter also held their annual Debbie Dawe and Victims' Memorial R.I.D.E. Pictured here are local police, OPP, victims and Chapter representatives participating in the Memorial R.I.D.E.



MADD Timiskaming & Area Chapter organized their 2nd Annual Grocery Bagging Day in partnership with local police, OPP, fire and EMS. Board Member Sue Flaxey, with the help of family and friends, created a fun float and participated in the annual Santa Claus Parade. In December, Chapter volunteers braved the cold and participated in a R.I.D.E. and also manned the displays at their local mall and their local RBC. Pictured here, Matthew and Kieran (Sue's grandsons) having some fun on the float!



MADD Timmins & Area Chapter volunteers participated in a *Campaign 911* media blitz in December. Timmins police, OPP, the media and several Chapter representatives were on hand. Santa even made it to the event! Pictured here is Roxanne Bedard (Chapter Secretary) with Santa and representatives from OPP and the local police.



MADD Toronto Chapter's *Project Red Ribbon* campaign was supported by Loretto Abbey Catholic Secondary School. For several years now, Loretto Abbey has participated in awareness events and fundraisers. In December, the students distributed red ribbons in exchange for donations during a TTC awareness campaign at various subway stations. Not only did the students raise awareness and funds, but they even created a catchy jingle to entertain/attract busy commuters. Pictured here are Andrea Lopes, Sabrina DeMaria, Odessa Yee and Child and Youth Worker, Lina Naccarato. In return for their efforts, the Chapter rewarded the school with a *Multi-Media Assembly* show in March.



MADD York Region Chapter launched its *Project Red Ribbon* campaign in conjunction with York Regional Police's R.I.D.E. kick off. Pictured here is Margaret Williams (MADD Canada's Ontario East Regional Director), Jessica Seymour (Director of Youth), Kylee Goldman (Chapter President) and Chief Armand LaBarge. The Chapter is busy planning a golf tournament for the summer of 2009.



In Quebec...

MADD Montreal Chapter President James Lawler wrote and coordinated the placement of a bilingual prevention ad, in conjunction with **MADD West Island Chapter** and **MADD Ottawa Chapter**, in *Graduation en Vogue*, a book-sized publication which is directly distributed to 25,000 Montreal and 10,000 Ottawa high school graduating students. **MADD Montreal Chapter** also recently held a local memorial event, similar to the National Candlelight Vigil, which included photos of loved ones on display while tributes were read.

Members of **MADD Beauce Chapter** organized a most original event as part of its *Project Red Ribbon* initiatives: a winter BBQ! In collaboration with Restaurant Le Vinier, the Chapter served up this special meal on New Year's Eve, an ideal occasion to promote safe and sober driving. Unfortunately, there was an intense cold snap that day so some guests did not attend the BBQ, but, all in all, the event was appreciated by those who did attend to support their local Chapter.

In the East...

The newly-formed Board of Directors of the **MADD Charlottetown Chapter** is looking forward to taking on the challenges of the impaired driving issues in their home province of Prince Edward Island. The Chapter recently hosted a Volunteer Development Training (VDT) day, in Charlottetown, teaming up with MADD East Prince County to discover "How to be an Effective MADD Volunteer" in their community. Several Nova Scotia Chapters, including **MADD Bay of Fundy NS**, **MADD Lunenburg-Queens**, **MADD Antigonish**, and **MADD Cobequid** have also participated in the VDT in their local communities.

MADD Exploits Valley Chapter President Lisa Lindhal Fry announced the Tribute Memorial Monument Project for the province of Newfoundland and Labrador. Lisa will work closely with the MADD Canada National Victim Services Department and with Newfoundland and Labrador Chapters and Community Leaders to identify victims of impaired driving from their province.

Barbara-Ann Mercer, former President, **MADD Bay of Islands Chapter** has been welcomed back to the MADD family of volunteers in her area. Since relocating to her new community she has been approved by MADD Canada's National Board as the **MADD Community Leader for Rocky Harbour**, Newfoundland.

Chapter member and former Atlantic Regional Director, Paul King recently represented **MADD Annapolis Valley Chapter** at the Acadia Arena in Wolfville. Paul was at centre ice to accept a \$2,000 cheque from the Police Association of Nova Scotia during their annual charity hockey game.

MADD Bordertown Chapter's Louise Stillman successfully completed an All Night Rock-a-Thon supported by the local Wal-Mart in Amherst, Nova Scotia. Louise has donated the funds she raised to her local MADD Chapter.

The Region has been called upon once again to provide its acclaimed Death Notification Training to the Canadian Military. Paul MacKenzie, one of MADD Canada's Death Notification Training Instructors, has recently facilitated this training day at CFB Gaagetown in Fredericton, NB.

Become a *Guardian of Hope* and save lives

Join MADD Canada today by making a monthly gift.

Your monthly gift provides a consistent and reliable source of funding for our programs and services.

Your monthly gift is cost-effective. Pre-authorized donations can be processed more efficiently than single gifts, leaving even more money to support our life-saving programs. We guarantee that a minimum of 97% of your monthly gift will be directed to our programs.

Your monthly gift will help ensure that we are able to continue to reach people with our life-saving message before so many more lives are lost.

How monthly giving benefits you:

It's easy. Just tell us whether you would prefer to use your chequing account or your credit card.

It's flexible. You're in control. You can increase, decrease, pause or stop your donations at anytime.

It's convenient. You'll receive a consolidated charitable receipt for all your donations for the previous year in February.

It's rewarding. By joining *Guardians of Hope*, you will receive our quarterly newsletter, *MADD Matters*, plus our annual report. You will also have the satisfaction of knowing you are helping to secure a better future for all of us. Together, we can make a difference.

To join today, please contact **Dawn Regan**, Director of Public Awareness & Partnership Campaigns, at 1-800-665-6233, ext. 223.



MADD Canada MasterCard

An affinity card program with BMO Bank of Montreal enables Mastercard holders to show their pride and support for MADD Canada and reward themselves at the same time.

Each time a customer uses the MADD Canada Mosaik Mastercard, he or she collects either AIR MILES® reward miles or CashBack® rewards and BMO makes a financial contribution to MADD Canada at no cost to the cardholder.

This is a great way for credit card users to support MADD Canada.

If you are interested in applying for the MADD Canada Mosaik MasterCard, please refer to the following web site www.mosaikcard.com/offer to apply on line. Enter offer code MADD to obtain a special 5.9% offer for balance transfers and cash advances for six months.

Zipstripe Customers Text Their Contribution To MADD Canada

MADD Canada is pleased to welcome Zipstripe as a new corporate supporter of the organization.

A mobile technology firm, Zipstripe has developed a platform which allows cell phone users to access information, images or video on their mobile phones. It also has a charitable texting option which enables cell phone users to become involved with and follow a charitable cause by subscribing to ongoing alerts and notifications of events, news, and/or volunteer opportunities related to that charity.

Zipstripe's efforts on behalf of MADD Canada will focus



on large-venue events. Audiences at a hockey game, for example, will see an ad by Zipstripe encouraging them to become involved with and make a \$5 contribution to MADD Canada simply by texting "MADD" to 50303. A portion of proceeds of revenue collected will go to MADD Canada. (A double opt-in response will confirm the desire to pay \$5 to subscribe, to which the cell phone user will respond "Yes".)

The program makes charitable giving easier and quicker, reaches large numbers of people simultaneously and engages individuals who might not otherwise contribute. Frequency of alerts will be dependent upon MADD Canada.

Resources Available Through MADD Canada's Lending Library

MADD Canada's Lending Library offers a wealth of resources for individuals who are coping with grief and loss.

Books, video and audio cassettes are available to borrow on a wide range of topics, including grief and bereavement, coping with injuries and care and guidance for the caregiver.

The most recent addition to the Lending Library is a book to help young children deal with the death of a loved one. "Henry and Harriet" tells the story of two caterpillars who must deal with loss, confusion and uncertainty when one of them turns into a butterfly and they are suddenly separated. It is written by H.C. MacArthur and illustrated by Anna Koot.

To learn more about the resources available through the Lending Library, please visit www.madd.ca



Individual and Corporate Support:

MADD Canada wishes to thank the following individuals, corporations, foundations and associations for their financial support to victims of impaired driving. Together, we will stop impaired driving, save lives and prevent injuries.

Platinum \$10,000 +

Department of Justice Canada
 Maxxam Analytics
 Ministry of Transportation Ontario
 The Law Foundation of Ontario
 The Ontario Trillium Foundation
 Wild Rose Foundation

Gold \$5,000 +

Agency 59
 Insurance Bureau of Canada
 The Corporate Image
 The Responsive Marketing Group Inc.

Silver \$1,000 +

Caring Hands Publishing
 Cat's Meow
 Miller Memorial Foundation
 Nickle Family Foundation
 TD Waterhouse Private Giving
 Foundation

Individual Leadership Gifts

Platinum

Karel and Yoka ter Brugge
 Professor Robert Solomon and
 Dr. Barbara Lent

Gold

Michael Adelson

Silver

Bernice Godfrey
 Carolyn Swinson
 Francis Bower
 Paul Roth

Bronze

Ari & Deanna Joffe
 Dennis O'Connell
 Donna Matheson
 Jeanine Moore
 Jim Waters
 L. Fukushima
 Linda Patchell
 Margaret Brick
 Marjory LeBreton
 Mary White
 Mr. & Mrs. Maurice Benoit
 Shirley Grant

Yes, you can count on my commitment to MADD Canada.

I am enclosing my special contribution of:

\$15 \$25 \$35 \$50 Other \$ _____

I would like to join the MADD Canada Monthly Donor Program (please send me information)

I prefer to make my donation by: Cheque Visa MasterCard AMEX

Name: _____

Address: _____

Card No. _____ Expiration Date: _____

Signature: _____

Please make your cheque or money order payable to MADD Canada. Canadian Charitable Registration No. 13907 2060 RR0001

All gifts of \$20.00 or more will be receipted automatically.

If you require a receipt for any other amount, please check here.

YES, please send me my newsletter by e-mail.
 My e-mail address is _____

Organizational and Program Sponsors:

Thanks to all of our sponsors who help us to stop impaired driving and to support victims of this violent crime.

Official Sponsors

Allstate Insurance
 Company of Canada

Fonora Textile Inc.

LCBO

Corporate Sponsors

Dynamite Mobile
 Group Inc

Impact Auto Auctions

Saatchi & Saatchi

Corporate Supporters
 Cupcoats Inc.

Fine Lines Sign Co. Inc.



Elementary school program (2008-2009)
**MADD SCIENTIST &
 THE QUEST FOR POWER**

National Sponsors

Allstate Insurance
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