

## *Proclamation*

### **MADD's Project Red Ribbon Campaign December 3, 2008**

WHEREAS This year marks the 20<sup>th</sup> anniversary of Project Red Ribbon, MADD Canada's signature public education campaign raising awareness about the devastating consequences of impaired driving; and

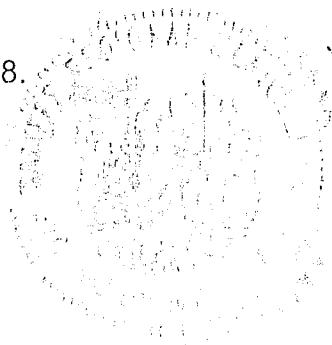
WHEREAS Over the past 20 years, MADD Canada has contributed to saving more than 25,000 Canadian lives from alcohol and drug-related crash fatalities by promoting the message that deaths and injuries resulting from impaired driving are needless tragedies and 100% preventable; and

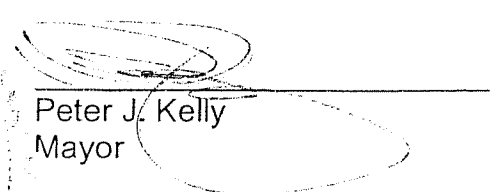
WHEREAS The Red Ribbon is a symbol both a commitment to always drive safe and sober, as well as respect for every person who has died or been injured due to alcohol or drug-related crashes. Together we can all participate in eliminating the crime of driving while impaired by tying a red ribbon to your vehicle or keychain; and

WHEREAS Impaired driving is a safety concern for all Canadians, and in our continuing efforts to build a safe and healthy community, the Halifax Regional Municipality supports the local and national chapters of MADD Canada.

THEREFORE, BE IT RESOLVED, THAT, I, Mayor Peter J. Kelly, on behalf of members of Halifax Regional Council, officially declare the launch of the MADD Canada's 2008 Project Red Ribbon campaign in the Halifax Regional Municipality.

Dated at Halifax, Nova Scotia  
this 3<sup>rd</sup> day of December, 2008.



  
Peter J. Kelly  
Mayor