



PROCLAMATION

OFFICIAL LAUNCH OF MADD's HRM PROJECT RED RIBBON CAMPAIGN

November 19, 2009

- WHEREAS this year marks the 21st anniversary of Project Red Ribbon, MADD Canada's signature public education campaign raising awareness about the devastating consequences of impaired driving; and
- WHEREAS for more than two decades, MADD Canada has contributed to saving more than 30,000 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 health community, the Halifax Regional Municipality supports the local and national chapters of MADD Canada.

NOW THEREFORE BE IT RESOLVED that, I, Mayor Peter Kelly, on behalf of Halifax Regional Council do hereby proclaim November 19, 2009, as Project Red Ribbon campaign in the Halifax Regional Municipality.

Dated at Halifax, Nova Scotia
this 17th day of November, 2009.




Peter Kelly
Mayor