



**Proclamation**  
**MADD Canada's HRM Project Red Ribbon Campaign**  
**November 13, 2010**

WHEREAS this year marks the 22<sup>nd</sup> 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 our vehicle or keychain; and

WHEREAS impaired driving is a safety concern for all Canadians, and we acknowledge the continuing efforts of the local and national chapters of MADD Canada to build a safe and healthy community.

THEREFORE BE IT RESOLVED THAT, I, Mayor Peter Kelly, on behalf of Halifax Regional Council do hereby proclaim November 13, 2010 as the official launch of the Project Red Ribbon campaign in the Halifax Regional Municipality.

Dated at Halifax, Nova Scotia  
this 9<sup>th</sup> day of November, 2010.

Peter Kelly  
Mayor

A handwritten signature in blue ink, consisting of a large, stylized loop followed by a horizontal line and a long, sweeping tail that curves back under the signature.

