

**DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL**

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January 9, 2012  
PR 12-2

## **MADD and ABC Team Up through California Office of Traffic Safety Grant**

Sacramento – The California Alcoholic Beverage Control has announced that it will administer a grant involving Mothers Against Drunk Driving (MADD). The grant will help boost community outreach efforts by MADD to help reduce impaired driving in the State of California.

The grant was awarded to ABC by the California Office of Traffic Safety (OTS) through the National Highway Transportation Safety Administration (NHTSA). Through this grant, MADD will be able to educate the public about the dangers of impaired driving. In addition, this program will allow the non profit organization to recognize the efforts of outstanding law enforcement programs aimed at achieving a reduction in impaired driving deaths and injuries.

MADD will use a number of tools to enhance educational efforts. With the help of volunteer speakers who share their personal stories, MADD brings awareness to students and DUI offenders about the consequences and impact of impaired driving. They distribute educational materials to the community at public venues and they support the efforts of law enforcement agencies at DUI checkpoints by providing information to the motorists. MADD also recognizes the individual efforts of officers who work to keep our communities and roadways safe. “This grant from the Office of Traffic Safety will allow MADD to continue our efforts to save lives”, said Brenda Frachiseur, MADD Assistant State Executive Director.

MADD California works closely with other safety groups whose mission and vision can assist MADD in its efforts to eliminate impaired driving.

The grant program activities will run through September 30, 2012. ABC is a Department of the Business, Transportation and Housing Agency.