

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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

Sacramento – The California Alcoholic Beverage Control (ABC) has announced that it will administer a \$701, 895 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, and hopefully lower the number of Californians killed or injured in crashes that involve impaired drivers.

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 educate the public about the dangers of impaired driving. In addition, the non-profit organization can recognize the efforts of outstanding law enforcement programs aimed at achieving a reduction in impaired driving deaths and injuries.

MADD brings awareness to students and DUI offenders about the consequences and impact of impaired driving through volunteer speakers. They share their personal stories to a variety of audiences. MADD uses a variety of other tools to enhance educational efforts such as distributing educational materials to the community at public venues, supporting the efforts of law enforcement agencies at DUI checkpoints, and providing information to motorists. The non-profit organization also recognizes the individual efforts of officers who work to keep communities and roadways safe.

MADD California works closely with safety groups whose mission and vision can assist in the battle to eliminate impaired driving. The grant program activities will run through September 30, 2014.

ABC is a Department of the Business, Consumer Services and Housing Agency.