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PR 17-41John.carr@abc.ca.govFollow us on Twitter @ https://twitter.com/ca_abcFollow ABC on Facebook @ <https://www.facebook.com/CaliforniaABC>**MADD California, SADD and ABC Team Up through Office of Traffic Safety Grant**

Sacramento – The California Alcoholic Beverage Control (ABC) has announced it will administer a grant involving Mothers Against Drunk Driving (MADD) California and Students Against Destructive Decisions (SADD). The grant will boost community outreach efforts by MADD and SADD to help reduce impaired driving in the State of California with the aim of lowering the number of Californians killed or injured in crashes that involve impaired drivers.

The \$775,000 grant was awarded to ABC by the California Office of Traffic Safety (OTS) through the National Highway Transportation Safety Administration (NHTSA). Through this grant, ABC, MADD California and SADD will partner together to reduce impaired driving in California. Additionally, MADD and SADD will continue to educate the public about the dangers of impaired driving through community outreach, social media and research.

MADD California brings awareness to the public about the consequences and impact of impaired driving through volunteer speakers, community meetings and educational outreach efforts through schools. MADD California uses a variety of tools to enhance educational efforts such as distributing educational materials to the community at public venues, supporting the efforts of law enforcement agencies, and providing information to the public. MADD California works closely with safety groups whose mission and vision can assist in the battle to eliminate impaired driving.

The grant will also help SADD create a clearinghouse of information that can be used to address the issues of teen traffic safety. SADD also hopes to increase its number of chapters in California so more high school students are involved in raising awareness about teen driving safety. The grant program activities will run through September 30, 2018.

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