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# PHILADELPHIA FIRE DEPARTMENT

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## **FOR IMMEDIATE RELEASE:**

Friday, November 20, 2015

### ***THE PHILADELPHIA FIRE AND POLICE DEPARTMENTS JOIN MADD TO LAUNCH THE “TIE ONE ON FOR SAFETY” HOLIDAY RIBBON CAMPAIGN TO SAVE LIVES***

**Philadelphia, PA:** Fire Commissioner Derrick J.V. Sawyer announces that Mothers Against Drunk Driving (MADD) along with the Philadelphia Fire Department, First Deputy Police Commissioner Richard Ross and the Philadelphia Police Department will launch the “*Tie One On For Safety*” holiday ribbon campaign. The ceremony will take place on Monday, November 23, 2015 at 10:00 a.m. in the Fire Administration Building, 240 Spring Garden Street.

This is the 29<sup>th</sup> year that MADD’s “*Tie One On For Safety*” project urges motorists to tie a MADD red ribbon to a visible location on their vehicles as a pledge to drive safe and sober, wear their seat belts and remind others to do the same.

MADD, through its campaign, calls for; intensive, high-visibility law enforcement efforts like sobriety checkpoints, advocates that all convicted drunk drivers have an alcohol ignition interlock installed on their vehicles and supports the research of transparent, vehicle-based technologies that will prevent drunk driving.

“*Tie One On for Safety*” is MADD’s most recognizable and longest running national public awareness campaign. More than 6 million ribbons are distributed annually. In over 28 years, MADD has helped save more than 300,000 lives and prevented countless injuries with help from leaders nationwide. MADD aims to reduce drunken driving fatalities and injuries with a primary focus on general law enforcement deterrence, such as seat belt mobilizations and sobriety checkpoints.

*Fire Commissioner Sawyer wishes to remind all that Fire is Everyone’s Fight™*

1 COMMUNITY

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*2gether We Are Safer!*