

# MADD officially kicks off Ontario tour of *Smashed*

The word 'smashed' will take on a whole new meaning for students who see MADD Canada's 2013-14 School Assembly Program, which officially kicked off the Ontario tour shortly after classes resumed earlier this month.

More than 1,000 presentations of the new program, called *Smashed*, and its French companion program, *Impact*, will be delivered to

a half million students in schools throughout the province.

"*Smashed* portrays a very difficult, yet very real, scenario for teens," MADD Canada's national president Denise Dubyk said in the release.

"It shows students how quickly one person's decisions can cause a situation to spin wildly

out of control and affect not only themselves, but their friends and others around them. We want students to think about and take precautions to protect themselves and their friends and help prevent impaired driving incidents from happening on our roads."

The program tells the fictional story of how drinking and driving changes the lives of four friends, followed by the real-life stories of three victims of impaired driving.

Youths between the ages of 16-25 represented just 13.7 per cent of the population in 2009, but accounted for 31.1 per cent of all alcohol-related

road crash deaths, according to the release.

Program partner LCBO raised \$1.47 million for MADD Canada and its School Assembly Program.

"These funds help prevent impaired driving among Ontario youth and ensure that a half million students will see this program at no cost to schools," Bob Peter, LCBO president and CEO, said in the release.

For more information, or to watch a clip from *Smashed*, visit [www.madd.ca](http://www.madd.ca) and look at the School Assembly Program page under the Youth Services section.

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