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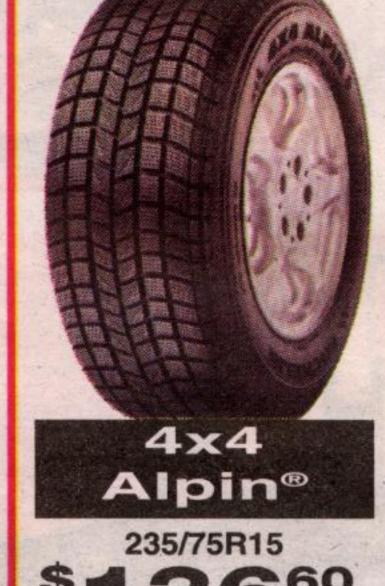


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MADD launches annual campaign to raise awareness of drunk driving

Tuesday's launch of the 2003 Red Ribbon campaign by Mothers Against Drunk Driving (MADD) Halton-Peel is an important occasion, say police, but one they'd rather not be forced to hold at all.

"It's unfortunate we have to have such events, but we must," said OPP Sgt. Tom Watt, who also hopes no more police officers are ever burdened with informing loved ones of another senseless death.

MADD Halton-Peel past president

Stephanie Dooley and her husband Bill were on the receiving end of such a grim visit in 1991 when their daughter Janet was

killed by a drunk driver. At Tuesday's launch she, too, expressed hope that the anti-drunk driving message won't have to be constantly pushed into the forefront of people's consciousness.

"This message applies to everyone," she said. "Anyone can be a potential victim."

Until that day arrives, however, initiatives such as Project Red Ribbon (Nov. 1-Jan. 5) will remain more than necessary.

"The campaign is a very important issue to us," she added.

Every day in Canada four people die as a result of drunk driving or boating and 200 others are injured.

The toll on innocent victims remains intolerable and so, says MADD National Director of Finance and Fund-raising Dawn Regan, Project Red Ribbon will continue each and every holiday season. Now in its 16th year, the initiative's aim is to distribute four million rib-

bons which drivers affix to their vehicles to a as constant reminders of the dangers of drun driving.

"These are needless tragedies and entire preventable," said Regan, adding the can paign's other goal is to raise \$300,000.

Halton Hills Mayor Kathy Gastle put human face on these statistics by talking about a 20-year-old man in her community who wa killed by a drunk driver this past July. church leader and a youth full of promise, th

> man also wrot poems, one which she rea aloud.

"His death touch-e us all," said Gastle. Fortunately MAD

is not alone in its fight. Halton Regional Police Supt. Dan Okuloski, for example, characte ized the relationship between his agency an MADD as an "excellent partnership" and or determined to turn the tide of death an injuries.

"We're working together to make it a bi fat zero forever,' he said.

Peel Regional Police Insp. Norm Englis agreed, saying drunk driving is a "terrib crime" and an "insidious problem."

"The vision of Peel Regional Police is sin ple: a safer community," said English who along with other speakers, maintained that the decriminalization of marijuana will only exa erbate impaired driving.

Added Regional Chair Joyce Savoline: "It sad enough to have somebody die, but to d as result of a senseless act, I can't imagine th pain."

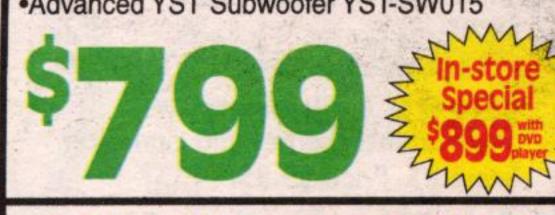
—By Howard Mozel, staff writ

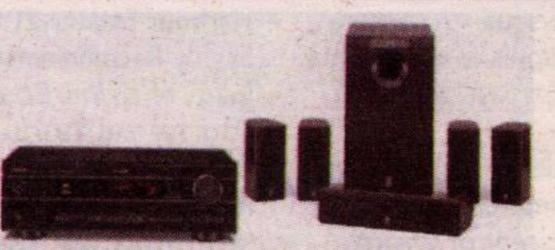
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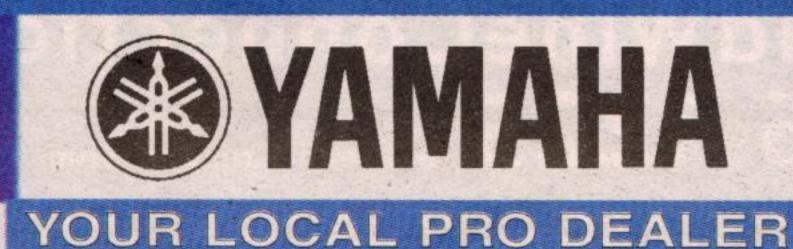
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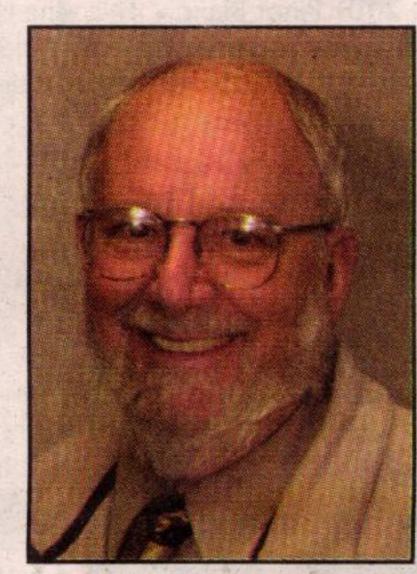


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Paul MacDonald

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