



## **MEDIA ADVISORY**

### **ANNUAL “TIE ONE ON FOR SAFETY” CAMPAIGN TO BE LAUNCHED TO PROMOTE SAFE AND SOBER HOLIDAY SEASON**

- Who:**
- Thomas Charles, Director, Ohio Department of Public Safety
  - Colonel John Born, Superintendent, Ohio State Highway Patrol
  - Doug Scoles, MADD Mid-Valley Regional Director
  - Chuck Wickert, Senior Vice President of Life Operations, Motorists Insurance Group (Major sponsor of MADD’s “Tie One on For Safety” Campaign)
  - Randy Young, family member of holiday season drunk driving victim
  - Representatives of the Franklin County OVI Task Force and law-enforcement partners from around the state

**What:** Public Safety officials and law enforcement representatives will join MADD to launch the 25<sup>th</sup> annual “Tie One on for Safety” campaign. This year’s campaign reminds Ohioans to avoid drinking and driving and calls for a commitment by Ohioans to buckle up - because a seatbelt is the best defense against a drunk driver. MADD will encourage motorists to tie a red ribbon on their vehicle as a symbol of their pledge to drive safe and sober.

**When:** Tuesday, November 15, 2011  
9:00 a.m.

**Where:** Ohio Department of Public Safety  
Atrium  
1970 West Broad Street  
Columbus, OH 43223-1102

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