



MADD Teams Up with Waymo to Launch 2020 Tie One On for Safety Designated Driver Campaign

MADD Reminds Everyone of the Precious Cargo on Our Roads This Holiday Season

DALLAS ([PRWEB](#)) November 19, 2020 -- Mothers Against Drunk Driving (MADD) and National Presenting Sponsor Waymo, an autonomous driving technology company, are kicking off the annual Tie One On for Safety designated driver campaign today to keep everyone safe on our nation's roads this holiday season. MADD and Waymo are asking everyone to show their commitment to keeping themselves and our communities safe by designating a non-drinking driver and displaying a MADD Tie One On for Safety red ribbon or magnetic decal on their vehicles.

Launched in 1986, Tie One On for Safety is the longest-running public awareness campaign in MADD's 40-year history.

"Designating a driver is now a part of American culture that has saved many, many lives over the past four decades," said MADD National President Helen Witty. "As we close out this difficult and uncertain year, we want everyone to celebrate the holiday season safely and protect themselves and others by always planning ahead for a non-drinking driver - before the first drink."

"Waymo is proud to support Mothers Against Drunk Driving's Tie One On for Safety Campaign," said Mauricio Peña, Chief Safety Officer at Waymo. "Waymo and MADD share a common goal: to save thousands of lives lost every year due to impaired driving. At Waymo, safety is our mission and our highest priority, and we are committed to raising awareness about the dire need and opportunity we have to protect our loved ones as they get behind the wheel this holiday season."

The holidays are among the most dangerous times on our nation's roadways, with more people traveling, an increased number of events where alcohol is served, and a surge in drunk driving. Between 6 p.m. Thanksgiving Eve through New Year's Eve in 2018, there were 1,068 lives lost to drunk driving across the country, accounting for 29 percent of all traffic deaths, according to the National Highway Traffic Safety Administration (NHTSA).

In addition, a new study by NHTSA shows an alarming increase in the presence of alcohol and other drugs among traffic crash victims during the COVID-19 pandemic. From March 17 to July 18, 64.7% of drunk and drugged drivers tested positive for at least one active drug (including alcohol), compared to 50.8% from September 10, 2019 to March 16. Alcohol presence was found in 28.3% of drivers involved in crashes, up from 21.8% before the pandemic. Other drugs are also a concern: 32.7% of drivers tested positive for active THC, and opioid presence among drivers almost doubled from 7.5% to 13.9%.

MADD is grateful for the partnership of our National Tie One On for Safety presenting sponsor, Waymo, with a mission to make it safe and easy for people and things to get where they're going. Because of the work of strategic partners like Waymo, MADD is confident that reaching a future of NO MORE VICTIMS is attainable. But to get there, we will need everyone to join in our lifesaving work by making plans before the festivities begin, designating a non-drinking, non-consuming driver and buckling up this holiday season.

MADD also thanks all law enforcement personnel who will be working harder than ever this holiday season to

protect the public from drunk driving through increased patrols and Drive Sober or Get Pulled Over enforcement efforts. MADD appreciates their enforcement through high-visibility checkpoints and saturation patrols to keep our roadways safe.

To learn more about Tie One On for Safety and for safe party tips, visit madd.org/toofs.

About Mothers Against Drunk Driving

Founded in 1980 by a mother whose daughter was killed by a drunk driver, Mothers Against Drunk Driving® (MADD) is the nation's largest nonprofit working to end drunk driving, help fight drugged driving, support the victims of these violent crimes and prevent underage drinking. MADD has helped to save more than 390,000 lives, reduce drunk driving deaths by more than 50 percent and promote designating a non-drinking driver. MADD's Campaign to Eliminate Drunk Driving® calls for law enforcement support, ignition interlocks for all offenders and advanced vehicle technology. MADD has provided supportive services to nearly one million drunk and drugged driving victims and survivors at no charge through local victim advocates and the 24-Hour Victim Help Line 1-877-MADD-HELP. Visit www.madd.org or call 1-877-ASK-MADD.

About Waymo

Waymo is an autonomous driving technology company with a mission to make it safe and easy for people and things to get where they're going. Since our start as the Google Self-Driving Car Project in 2009, Waymo has been focused on building the World's Most Experienced Driver to improve the world's access to mobility while saving thousands of lives now lost to traffic crashes. The Waymo Driver powers Waymo One, the world's first fully driverless ride-hailing service, as well as Waymo Via, our trucking and local delivery service. To date, Waymo has driven over 20 million miles autonomously on public roads across 25 U.S. cities and driven over 15 billion miles in simulation. For more visit www.waymo.com.



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