



First Student Partners with MADD

([PRWEB](#)) March 21, 2003 -- Litchfield, N.H. (March 20, 2003) "First Student, Inc., a top provider of student transportation, is pleased to announce that they have partnered with Mothers Against Drunk Driving (MADD) to help educate students about the hazards of underage drinking. Through a generous donation to MADD, First Student will help support MADD's multimedia school assembly programs and its nationally-recognized Protecting You/Protecting Me (PY/PM) elementary alcohol prevention curriculum. These programs teach young people about the dangers of alcohol use, how to make smart choices, and how they can make a positive difference in their own lives and in their communities.

"First Student is extremely proud to be a contributor and supporter to such a meaningful organization. Our mission and MADD's are very similar in that safety education is the number one goal," stated Cheryl Duszak, national director of marketing for First Student. "We want to do our part in making sure that children are safe even when not on our school buses," she continued.

Wendy J. Hamilton, National President, MADD, said, "Research shows us that the earlier youth begin drinking the more likely they are to have alcohol-related dependency problems and to drive drunk. With support from First Student, MADD is able to bring lifesaving underage drinking prevention and awareness programs to millions of youth across the country and help to stop this problem from occurring in the first place."

MADD is a non-profit, grassroots organization with approximately 600 affiliates and 2 million supporters and members nationwide. MADD's mission is to stop drunk driving, support the victims of this violent crime and prevent underage drinking. Since MADD's founding in 1980, alcohol-related traffic deaths have decreased by more than 40 percent, thousands of victims and survivors have been served and programs have been launched across the country to educate young people about the dangers of alcohol. For more information, please visit www.madd.org.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).