



## **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
  - Todd Long, Assistant Vice President, Corporate Communications and Advertising for The Motorists Insurance Group (major sponsor of MADD’s “Tie One on For Safety” Campaign)
  - Bob Kent, 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 its 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 13, 2012  
10:00 a.m.
- Where:** Ohio Department of Public Safety  
Atrium  
1970 West Broad Street  
Columbus, OH 43223-1102
- Contacts:** Kristen Castle, Ohio Department of Public Safety, (614) 728-4623  
Doug Scoles, MADD, (614) 885-6233

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