

**SADD LAUNCHES ANNUAL RED RIBBON CAMPAIGN AT SASKATCHEWAN LEGISLATURE**

Students Against Drinking and Driving (SADD) brought their message to the Saskatchewan Legislature today with the launch of its annual Red Ribbon Campaign.

The annual campaign, this year held from Nov. 16-21, is dedicated to making people aware of the consequences of drinking and driving. SADD members met with Minister responsible for SGI June Draude and Minister responsible for SaskTel Don Morgan. Red ribbons were distributed to all members of the Legislative Assembly.

Nov. 18 also marks the National Day of Remembrance for Road Crash Victims.

“Drinking and driving is the number one cause of fatal collisions on Saskatchewan roads, so launching the Red Ribbon Campaign on this day is very appropriate,” Draude said. “I thank the young people of SADD for their leadership and their commitment to creating awareness of the dangers of driving while impaired.”

The Red Ribbon Campaign is funded by the SaskTel Pioneers, a volunteer organization made up of 4,700 current and former SaskTel employees.

“The SaskTel Pioneers are proud to be the long-time sponsor of this very worthwhile safety campaign,” Morgan said. “With the support of the Pioneers, well over one million red ribbons have been distributed in Saskatchewan since the campaign’s inception.”

“SADD members continue to strive to bring the number of fatalities caused by impaired driving down to zero,” said SADD President Jerry Larson. “By supporting awareness activities such as the Red Ribbon Campaign we can make a change in our communities. Every ribbon displayed in a vehicle is another reminder of the individual pledge not to drink and drive.”

Each year students from local SADD chapters distribute red ribbons in communities across the province to promote safe driving by choosing not to drive after drinking. The ribbons are displayed on or in vehicles as a visible reminder to make responsible choices and that fatalities and injuries caused by impaired driving are always preventable.

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