

2009 BRADENTON AREA  
Annual Fund Campaign  
Mothers Against Drunk Driving

BRADENTON AREA  
MADD 2009  
ANNUAL FUND  
CAMPAIGN

Dear Mrs. Murray,

As a MADD supporter, you may know that we are now conducting our 2009 National Annual Fund Campaign in the Bradenton area — our most important fundraising effort of the year in Florida.

Mrs. Murray, we need your help to keep Bradenton's and Florida roads safe by not drinking and driving, by designating a sober driver, and by urging family and friends not to drink and drive. But this alone will not keep drunk drivers off our roads.

During our 2009 Annual Fund Campaign, our supporters in the Bradenton area will make their contributions to MADD... and I hope we can also count on you.

When you send in your 2009 Annual Fund contribution, we will be one step closer to ending the epidemic of drunk driving and saving the lives of nearly 13,000 innocent sons, daughters, mothers, and fathers killed in alcohol-related crashes every year.

We need your help to make up the \$3.8 million cuts in grants we receive to continue to help the 60,000 victims and survivors of drunk driving that come to MADD, as well as continuing important programs such as our red ribbon "Tie One On For Safety" campaign, the promotion of sobriety checkpoints and the push for designated drivers. We also need your financial support to continue our Campaign to Eliminate Drunk Driving's® fight for ignition interlocks and stricter penalties for repeat drunk driving offenders.

Mrs. Murray, I have to report back by May 11<sup>th</sup> on how many Bradenton area MADD supporters will participate. So, if you can mail your 2009 Annual Fund Campaign gift in the enclosed envelope today, it would be greatly appreciated.

I look forward to continuing to count you among our most loyal supporters in the Bradenton area. Please help today. Thank you for all your efforts.

Sincerely,



Laura Dean-Mooney  
MADD National President

P.S. I hope you will continue your support of MADD by sending your most generous gift possible today. We value your commitment to MADD, and look forward to hearing from you soon.

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MOTHERS AGAINST DRUNK DRIVING

511 EAST JOHN CARPENTER FREEWAY, SUITE 700 • IRVING, TEXAS 75062 • [www.madd.org](http://www.madd.org) • 1-800-GET-MADD

# IGNITION INTERLOCKS

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**Where we stand:** MADD is dedicated to supporting state legislation that expands the use of current alcohol ignition interlock technology so that interlocks are mandatory for all convicted drunk drivers in all 50 states. MADD works closely with state lawmakers to encourage passage of this lifesaving legislation.

The main reason people drive drunk today is because they can. Technology currently exists that has the potential to eliminate repeat drunk driving offenses — the alcohol ignition interlock. To realize a nation without drunk driving, we must substantially increase the use of ignition interlocks to include all convicted drunk driving offenders.

**In the United States,  
every 40 minutes  
someone is killed in an  
alcohol-related crash.**

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**Roughly one-third of  
all drivers arrested or  
convicted of driving  
while intoxicated or  
driving under the  
influence of alcohol are  
repeat offenders.**

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**The risk of a driver who  
has one or more DWI  
convictions becoming  
involved in a fatal crash  
is about 1.4 times the  
risk of a driver with no  
DWI conviction.**

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**In 2007, 12,998 people  
were killed in  
alcohol-related crashes.**

## *What is an alcohol ignition interlock?*

- An alcohol ignition interlock is a small, sophisticated device — about the size of a cell phone — which is installed into the starting circuit of a vehicle.
- A driver must blow into the device and the vehicle will not operate if the driver has measurable alcohol (set to a predetermined level) in their system.
- If the driver does not have alcohol above the measurable level in their system, the vehicle will start normally.
- Interlocks may be set for “running retests,” which require a driver to provide breath tests at regular intervals, preventing drivers from asking a sober friend to start the car.
- If a driver fails a running retest, the vehicle’s horn will honk and/or the lights will flash to alert law enforcement — but the vehicle will not stop. The interlock does not have the ability to stop the vehicle once it is running for safety reasons.

## *Interlock Facts*

- Alcohol ignition interlocks are proven to be an effective tool in the battle against drunk driving.
- Studies have shown ignition interlocks are an average of 64 percent effective in reducing repeat drunk driving offenses.
- Research shows that those convicted of drunk driving for the first time have driven drunk more than 87 times before their first arrest.
- Two-thirds of drunk driving offenders continue to drive even when their license is suspended.
- In 2007, there were 1.4 million DUI/DWI arrests but only 146,000 vehicles with ignition interlocks nationwide.
- 65 percent of the public favors mandatory interlocks for first-time convicted offenders.
- 85 percent of the public favors mandatory interlocks for repeated convicted offenders.
- Offenders themselves believe interlocks are a fair and effective sanction:
  - 82 percent believe interlocks were very effective in preventing them from driving after drinking.
  - 68 percent believe interlocks were very successful in changing their drunk driving habits.
- Judicial and administrative enforcement is necessary to the success of interlock enforcement.
- Thousands of lives could be saved if ignition interlocks were installed on convicted offenders’ vehicles.

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nearly every 40  
minutes someone  
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Roughly one-third of  
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are repeat offenders.

The risk of a driver  
who has one or more  
DWI convictions  
becoming involved in  
a fatal crash is about  
1.4 times the risk of  
a driver with no DWI  
conviction.

Roughly 400,000  
people were injured  
in alcohol-related  
crashes in 2007, or  
approximately one  
person every  
3 minutes.

***Our mission is clear.***

***Without your  
generous support, we  
couldn't save lives.  
Thank you for all  
that you do.***

# Thank You!

May 15, 2009

Mrs. Yvonne E. Murray

Bradenton, FL 34202-2594

Dear Mrs. Murray,

Thank you so much for your recent contribution of \$15.00. I feel so fortunate to have you as such an active, involved supporter of MADD.

We at MADD appreciate so much your generous gift in response to my letter. Rest assured, your gift will be put to immediate use in our efforts to get comprehensive, lifesaving ignition interlock legislation on the books for all repeat offenders – in all 50 states.

Though we have, together, made significant progress in saving lives serving victims of this violent crime, we still have a long battle ahead. Your continued support now and in the future will ultimately decide the outcome. Together, I know we will succeed.

With gratitude,



Laura Dean-Mooney  
MADD National President

P.S. If you would like to meet other MADD supporters and see what MADD is doing in Florida, stop by our Walk Like MADD event in Tampa. Details are at [www.walklikemadd.org](http://www.walklikemadd.org).



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