

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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MADD California and ABC Team Up through California Office of Traffic Safety Grant

Sacramento – The California Alcoholic Beverage Control (ABC) has announced it will administer a \$400,000 grant involving Mothers Against Drunk Driving (MADD) California. The grant will boost community outreach efforts by MADD to help reduce impaired driving in the State of California and hopefully lower the number of Californians killed or injured in vehicle crashes that involve impaired drivers.

The grant was awarded to ABC by the California Office of Traffic Safety (OTS) through the National Highway Transportation Safety Administration (NHTSA). Through this grant, ABC and MADD California will partner together to reduce impaired driving in California. Additionally, MADD continues to educate the public about the dangers of impaired driving and recognizes the efforts of outstanding law enforcement programs aimed at achieving a reduction in impaired driving deaths and injuries.

MADD California brings awareness to students and DUI offenders about the consequences and impact of impaired driving through volunteer speakers. They share their personal stories to a variety of audiences. MADD California uses a variety of other tools to enhance educational efforts such as distributing educational materials to the community at public venues, supporting the efforts of law enforcement agencies, and providing information to the public. MADD California works closely with safety groups whose mission and vision can assist in the battle to eliminate impaired driving. The grant program activities will run through September 30, 2017.

The mission of the Department of Alcoholic Beverage Control is to administer the provisions of the Alcoholic Beverage Control Act in a manner that fosters and protects the health, safety, welfare, and economic well-being of the people of the State.

ABC is a Department of the Business, Consumer Services and Housing Agency.