

The mission of Mothers Against Drunk Driving is to *stop drunk driving, support the victims of this violent crime and prevent underage drinking.*

## MADD Colorado's Youth Volunteers Choose 9/11 to Recognize Lifesaving Efforts of Law Enforcement Heroes

Westminster, CO (September 11, 2010) – MADD Colorado, Youth In Action (YIA) and UMADD Members presented 19 awards to outstanding Colorado Law Enforcement Officers dedicated to MADD's mission at the 2010 MADD Colorado Law Enforcement Recognition Event.

"This is a very special day and event for MADD Colorado," said Emily Tompkins, MADD Colorado State Executive Director, "because not only do we get to recognize the extraordinary efforts of Colorado Law Enforcement who are so deserving, today we do so with the optimism of our youth leaders. What better day to honor the Heroes who put their lives on the line to keep us safe than 9/11."

Nominations were received from law enforcement agencies throughout the state of Colorado. CU Boulder UMADD member and 2009 Miss Teen Colorado, Ashley Delva stated, "This is an amazing opportunity to show law enforcement officers throughout the state of Colorado how appreciative youth and college students are of their time and dedication in keeping our roadways safe!" Ms. Delva served as the Master of Ceremonies for the event and shared her experience working with law enforcement and the Colorado Department of Transportation to memorialize those lost in crashes and preventing students from making dangerous decisions in regards to impaired driving and underage drinking.

"Colorado's sharp decline in drug and alcohol-related traffic fatalities would not have been possible without the dedicated law enforcement officers who work tirelessly to prevent senseless tragedies by arresting those who commit the crime of DUI," said Glenn Davis, Manager of Impaired Driving Programs, Colorado Department of Transportation. In Colorado in 2009, there were 158 alcohol-impaired driving fatalities (fatalities in crashes involving a driver or motorcycle rider (operator) with a blood alcohol concentration of .08 grams per deciliter or greater), down from 176 in 2008 (NHTSA), which is a testament to the men and women of Law Enforcement who were recognized today.

Tompkins pointed out that, "Each year, more than 6,000 youth die from alcohol-related causes (Hingson and Kenkel, 2004). In 2005, 2,035 youth ages 15-20 were killed in alcohol-related traffic crashes



Col. James Wolfenbarger of the Colorado State Patrol presents the Col. Mark V. Trostel Law Enforcement Officer of the Year Award to Captain Bruce Sheetz.



\_\_\_\_\_ presents the **Outstanding Individual Dedication to DUI Enforcement (Mountain) to Officer Ryan Millbern, Vail Police Department.**

nationally. Of those, 1,387 youth aged 15-20 died in crashes involving a 15-20 year old alcohol-impaired driver. (NHTSA)" According to the Colorado Department of Public Health and Education, in 2007 nearly 9,000 Colorado teens were issued Minor in Possession or Minor in Consumption sanctions, and 286 minors under 18 had a BrAC of greater than .004%.

With increased enforcement of the 21 minimum drinking age, seat belt and DUI laws, Colorado will continue to see a reduction in preventable deaths and injuries," said Tompkins. "MADD Colorado congratulates all of the recipients of the 2010 Law Enforcement Recognition awards."

**Please see Page 4 for a full list of the award recipients. →**

## MADD Colorado News & Events

### NFL, NFL Players Association And Mothers Against Drunk Driving Partner On Comprehensive Initiative Against Drunk Driving

The NFL and MADD will work together on player and employee programs, game day initiatives, and community relations and awareness programs to promote MADD's "Campaign to Eliminate Drunk Driving."

Among the programs:

- MADD will serve in an advisory role to the NFL in its initiatives to promote responsible behavior and prevent drunk driving.
- MADD and the NFL will pilot game day programs this season at stadiums in Buffalo and Oakland. will include distribution of MADD brochures at stadiums, enhanced designated driver programs, and point-of-sale messaging at concession stands.
- The NFL and NFL Players Association also will help promote MADD's "Campaign to Eliminate Drunk Driving." NFL clubs and players will participate in "WALK LIKE MADD" community fund-raising events, and be featured in PSAs and other messages.

## Thank you for joining us for Walk Like MADD!



Together, we raised over \$100,000! See page 2 for the event wrap-up.

[www.walklikemadd.org](http://www.walklikemadd.org)