

MADD Colorado Kicks Off First Annual Colorado Springs Walk Like MADD® Campaign

Written by Australian Business

COLORADO SPRINGS, Colo., Jan. 25, 2014 /PRNewswire-USNewswire/ -- [Mothers Against Drunk Driving](#)

(MADD)

Colorado

kicked off its first annual

Colorado Springs

Walk Like MADD

®

event during an afternoon of bowling to "STRIKE out drunk driving." MADD supporters, volunteers, and community partners bowled to raise awareness and funds to keep Colorado

communities safe. The kickoff bowling event was designed to give Walk teams the opportunity to sign up their walkers and raise funds — all while having fun as a team.

This spring, the first annual Colorado Springs [Walk Like MADD](#) event will feature a 3-mile run and a 3k walk at Bear Creek Regional Park on

May 17

th

.

Walk Like MADD

is a community-driven walk/run where every dollar raised supports MADD Colorado's lifesaving programs and services.

To register for the Colorado Springs *Walk Like MADD* event or make a donation, please visit www.walklikemadd.org/coloradosprings

.

"MADD Colorado is excited to bring this popular event to Colorado Springs after eight years of successful *Walk Like*

MADD

events in

Denver

," said

MADD Colorado Kicks Off First Annual Colorado Springs Walk Like MADD® Campaign

Written by Australian Business

Fran Lanzer

, State Executive Director for MADD Colorado. "Over the years, we've received many requests to expand

Walk Like MADD

, and we're looking forward to increasing our programs and services in

Southern Colorado

with this event."

Funds raised through *Walk Like MADD* further MADD's lifesaving mission and its *Campaign to Eliminate Drunk Driving*

®

, which calls for high-visibility law enforcement, ignition interlocks for all convicted drunk drivers and support for the development of advanced in-vehicle technology to automatically determine if a driver is drunk. The contributions of walkers, runners, and donors also enable MADD Colorado to provide support services at no charge to victims of drunk and drugged driving crashes.

The 2014 Colorado Springs *Walk Like MADD* is presented locally [American Family Insurance](#) .

"American Family Insurance is proud to be a Local Presenting Sponsor for the Colorado *Walk Like MADD*

," added

George Saponas

, Sales Director for American Family Insurance. "As an insurance company, we've seen the devastating injuries and trauma to victims and their families as a result of drunk driving crashes. This sponsorship is our commitment to support MADD in its mission to make our communities safer."

Since its founding in 1980, MADD has helped save more than 300,000 lives — but thousands of people across the country continue to be killed and injured by this violent crime. In 2012, 10,322 people died in drunk driving crashes — one every 51 minutes — and about 345,000 were injured in drunk driving crashes. In 2012, 133 people in Colorado were killed in drunk driving crashes.

About Mothers Against Drunk Driving Founded by a mother whose daughter was killed by a drunk driver, Mothers Against Drunk Driving® (MADD) is the nation's largest nonprofit working

MADD Colorado Kicks Off First Annual Colorado Springs Walk Like MADD® Campaign

Written by Australian Business

to protect families from drunk driving and underage drinking. MADD also supports drunk and drugged driving victims and survivors at no charge, serving one person every eight minutes through local MADD victim advocates and at 1-877-MADD-HELP. Learn more at

www.madd.org

or by calling 1-877-ASK-MADD.

SOURCE Mothers Against Drunk Driving Colorado

RELATED LINKS <http://www.madd.org/co>