

# Red ribbons wave county-wide

By Wayne Peal  
staff writer

Local chapters of Mothers Against Drunk Driving are distributing millions of red ribbons, beginning today, to promote responsible drinking this holiday season.

MADD chapters in Oakland and Wayne counties are helping release an estimated 20 miles worth of ribbons as part of the organization's nationwide "The One On For Safety" campaign.

The campaign is designed to discourage people from drinking and driving this holiday season. It also promotes responsible drinking, including use of designated, non-drinking, drivers at holiday events where alcohol is served.

Three years into the campaign, and nearly a decade after MADD's formation, drunk driving remains a major social issue.

Tying a ribbon onto a car's door handle, antenna, or side view mirror is a reminder not to drink and drive this holiday season. The campaign runs through Jan. 1.

"IT'S NOT a fad," said Wayne County MADD director Sandi Wolf, a Birmingham resident. "Interest in the issue and in the campaign has grown tremendously."

Greg Bien, her counterpart in Oakland County, says the 40,000 ribbons Oakland County MADD gave out last year will be a drop in the bucket compared with the more than 200,000 expected to fly this year.

"The primary purpose is a public awareness and it is building tremendously," Bien said.

"Plus Oakland County MADD is getting a lot of help."

• The Avondale School District will send one home in each of its 9,500 newsletters.

• Local stores, libraries and post offices will have displays on their counters.

• Tamaroff Buick in Southfield will display a ribbon from every car in its lot. And "everybody who comes in for service will be given a little flier and a ribbon," said Mary Leddy of Tamaroff's customer assistance department.

**'The primary purpose is a public awareness and it is building tremendously.'**

— Greg Bien  
Oakland County MADD

• Both The Palace in Auburn Hills and the Silverdome are lending support. Half-time activities at the Nov. 24 Pistons game and the Dec. 3 Lions game will include red ribbons and an explanation of the program.

And Oakland County MADD also has available a special touch, a tiny red ribbon stick-on which can adorn a variety of places: a collar, office computer or steering wheel. Bien suggests pasting it on the 55 mph spot on your speedometer.

**VOLUNTEERS FROM GM/UAW** Jobs Bank 483 in Romulus are assisting with the ribbons' distribution in Detroit and suburbs.

For the past two weeks, volunteers have been cutting ribbons into 9-inch strips.

"Sometimes, all people hear is GM taking a facility out of a communi-

ty," said job bank spokesman Burt Slone. "This is a chance to give something back."

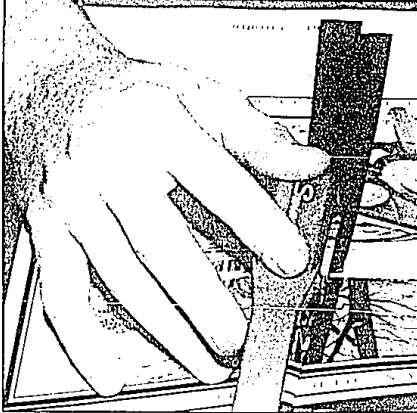
General Motors has a commitment "from the top down" to combat drunken driving, Slone said.

The Observer & Eccentric is also assisting in the program. Ribbons are being distributed with today's issue of the paper.

Ribbons are also available at numerous metro area locations, including 7-11 stores and AAA offices.

They can also be obtained by sending a self-addressed, stamped envelope to MADD. In Wayne County, the address is 33521 Six Mile, Suite Two, Livonia 48152. The Oakland County address is 1520 S. Lapeer, Suite 112, Lake Orion 48035.

Staff writer Judith Berne contributed to this report.



ART EMANUELE/staff photographer

Helping hands from GM/UAW Jobs Bank 483 were given to MADD's annual ribbon campaign. GM/UAW volunteers cut an estimated 20 miles of ribbon for distribution, including those in today's Observer & Eccentric newspapers.

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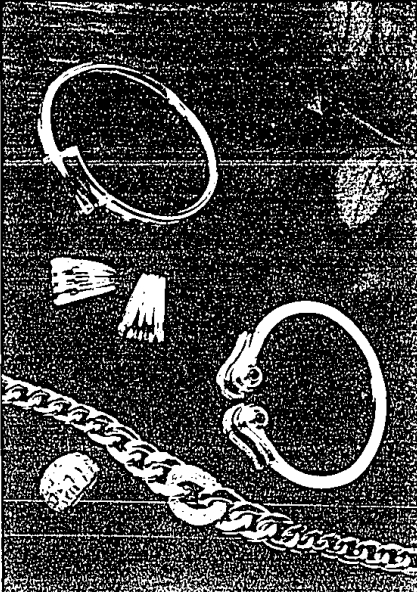
**'People of the Silk Road'**

"People of the Silk Road: China's Kazak and Uighur Nationalities" is the topic of a free public lecture at 7:30 p.m. today in the East Crocker of the Oakland Center, Oakland University.

OU's history department will highlight two of the more unusual groups among China's 55 national minorities.

Densen is a resident of Auburn Hills.

Professor Linda Bensen from

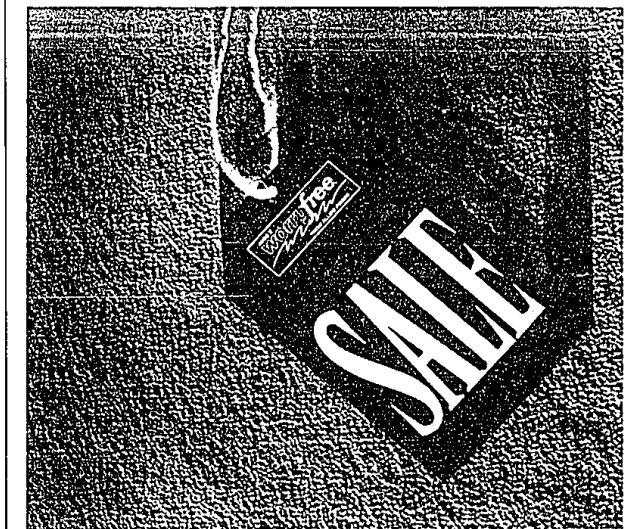


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