



PROCLAMATION

WHEREAS, "Illuminate MADD California" is an initiative organized in 2022 by MADD California to honor and remember the victims of drunk and drugged driving by illuminating landmarks, buildings, and homes in red taking place on Friday, December 13th, 2024; and

WHEREAS, the color red, MADD's signature color, symbolizes the courage and strength of the victims and their families; and

WHEREAS, this occasion will signify the kickoff of the holiday season, highlighting efforts to save lives during one of the most dangerous times of the year on our nation's roadways—the period between Thanksgiving and New Year's Day; and

WHEREAS, the campaign serves as a call to action to raise awareness about the dangers of impaired driving, promote safer traffic measures, and encourage responsible hosting, especially during a time when incidents of impaired driving increase; and

WHEREAS, by lighting up landmarks in red, MADD hopes to remind the community of the importance of safe driving practices and to support its mission of eliminating drunk and drugged driving; and

NOW, THEREFORE, I, Elen Asatryan, Mayor of the City of Glendale, hereby proclaim December 13th, 2024, as

Mothers Against Drunk Drivers Day MADD

in Glendale and show my support for the "Illuminate MADD California" campaign by urging our community members and organizations to participate by illuminating a special place at home or place of business in red, joining us in honoring and remembering all the victims whose lives have been forever changed by this 100% preventable crime.

Elen Asatryan, Mayor
December 10, 2024