



November 14, 2018

Dear PSA Director,

Drunk driving is the number one cause of death on our roadways, and Mothers Against Drunk Driving® (MADD) wants to call out the excuses many people use before driving impaired in a new PSA titled *Reasons to Ride*. By sharing the PSA, you could save a life.

Reasons to Ride shows scenes of people giving common excuses for why they are OK to drive after drinking. Then, in a creative twist, those same excuses are rephrased by a bus driver, train operator and rideshare driver as reasons to ride.

The *Reasons to Ride* message is especially important because the statistics are staggering:

- Two out of three people will be impacted by a drunk driving crash in their lifetime
- Every two minutes someone is injured in a drunk driving crash
- Every 50 minutes, someone is killed

The fact is, fatalities and injuries due to impaired driving have increased, even though getting a safe ride home has never been easier.

Drunk driving impacts every American every day and MADD needs your help to keep the roads and families safe this year. Please consider sharing the *Reasons to Ride* PSA and remind your audience that there are no excuses for drinking and driving — there are only reasons to ride.

Keep your audiences safe this holiday season by airing these :30 and :15 second [Reasons to Ride PSAs](#).

Links to our leadership and annual report are provided below:

- **Leadership:** madd.org/about-us/leadership
- **Annual report:** madd.org/about-us/#financial-reports

For more information about Mothers Against Drunk Driving, visit madd.org

Thank you for your consideration. If you have any questions, please contact Taylor McMahon at madd@psadirect.com or 703-348-6982.

Sincerely,
Dorene Ocamb
Senior Director of Integrated Marketing
Mothers Against Drunk Driving



**REASONS TO RIDE – BAR (15)
FINAL TRANSCRIPT**

VISUAL	AUDIO
Video of two men exchanging goodbyes	You good?
Video of a man holding car keys while leaving a bar	Yeah. Come on, it's a straight shot home
Black screen with neon lettering reading "don't look for a reason to drive"	Background bar noise
Video of a train conductor speaking to customers	Yep, straight shot home
Black screen with neon lettering reading "when there are so many reasons to ride"	Train sounds
End slate with MADD logo and "Share your reasons at ReasonsToRide.org"	Train sounds

**REASONS TO RIDE – HAPPY HOUR (15)
FINAL TRANSCRIPT**

VISUAL	AUDIO
Video of a man holding car keys talking with two friends on the curb	Oh yeah I'm good, man Yeah, yeah There's no one on the road right now
Black screen with neon lettering reading "don't look for a reason to drive"	Street noise
Video of a bus driver talking with a girl that is getting on the bus	Shouldn't take too much longer There's no one on the road right now
Black screen with neon lettering reading "when there are so many reasons to ride"	Bus sounds
End slate with MADD logo and "Share your reasons at ReasonsToRide.org"	Bus sounds



**REASONS TO RIDE (30)
FINAL TRANSCRIPT**

VISUAL	AUDIO
Video of a man holding car keys talking with two friends on the curb	I'm good, man. Yeah, yeah There's no one on the road right now
Video of a bus driver talking with a girl that is getting on the bus	Shouldn't take too much longer There's no one on the road right now
Video of a man holding car keys while leaving a bar	Come on, it's a straight shot home
Video of a train conductor speaking to customers	Yep, straight shot home
Video of a group of girls, one holding car keys, crossing the street and talking	You're drunk Are you okay It's all good, I do this every weekend
Video of a man getting into the backseat of a car and speaking to the driver	Sorry I'm late It's all good, I do this every weekend
Small corporate logo to indicate this is a ride share service	Car engine starting
Black screen with neon lettering reading "don't look for a reason to drive"	Music
Black screen with neon lettering reading "when there are so many reasons to ride"	Music
End slate with MADD logo and "Share your reasons at ReasonsToRide.org"	Music



Department of the Treasury
Internal Revenue Service

P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248219411
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BODC: TE

MOTHERS AGAINST DRUNK DRIVING
% LISTA HIGHTOWER
511 E JOHN CARPENTER FWY STE 700
IRVING TX 75062



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Employer Identification Number: 94-2707273
Person to Contact: Laura A. Botkin
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Sep. 11, 2014, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in November 1986.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

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MOTHERS AGAINST DRUNK DRIVING
% LISTA HIGHTOWER
511 E JOHN CARPENTER FWY STE 700
IRVING TX 75062

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Susan M. O'Neill

Susan M. O'Neill, Department Mgr.
Accounts Management Operations