Saving Lives, Supporting Victims

Mothers Against Drunk Driving™
Les mères contre l'alcool au volant™
OUR MISSION
To stop impaired driving and to support victims of this violent crime.

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as of June 30, 2009

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Chair’s Message

As I conclude my term as Chairperson of the National Board of Directors, I cannot help but reflect on my long journey with MADD Canada.

I became involved in 1993 after my son, Rob, was killed in an alcohol-related crash. Tragically, Rob’s death came nearly 12 years to the day my father had been killed, also in an alcohol-related crash. When I joined MADD Canada, I received immediate support and an opportunity to contribute to this very important work. I have worn many hats over the years, from Chapter volunteer and Chapter President, to National President, Director, Vice-Chairperson and now Chairperson of the National Board of Directors. I have seen this organization grow tremendously in size and in its role as Canada’s leading voice in the fight against impaired driving.

My journey has been one of emotion and pride: from happiness at the passage of legislation which will reduce impaired driving, to disappointment over delays in adopting other, equally important measures; from satisfaction at helping victims cope with their losses, to frustration that some people, unbelievably, continue to drive while impaired.

We all have much to be proud of this year. From our work with governments to encourage better impaired driving laws, to the high-quality programs MADD Canada offers, we are making a real and meaningful difference. Here are just a few of the highlights:

**MADD Canada continued to call on governments to adopt measures to reduce impaired driving.** We were pleased to see the federal and provincial governments introduce or recommend measures which reflect many of the best practices MADD Canada champions in its *Rating the Provinces Report Card*.

- Ontario and Prince Edward Island implemented stronger roadside licence suspensions for drivers with 0.05% BACs while New Brunswick adopted a 0.00% BAC requirement for drivers under 21 years of age.
- The federal government passed Bill C-2, giving police the legal framework to apprehend and charge drug-impaired drivers.
- The House of Commons Standing Committee on Justice and Human Rights endorsed random roadside breath testing.

**We expanded our programs to reach more people.**

- *Campaign 911* has grown a great deal in just three short years, thanks to our volunteers, sponsors and national and community partners.
- A holiday tradition, *Project Red Ribbon* marked its 21st year.
- We continued to offer compassionate and responsive victim services to thousands of people who needed support and information to cope with an impaired driving loss.
- *Our High School Multi-Media Assembly Program* was delivered to approximately 700,000 students.
- *Our Elementary School Assembly Program* was delivered to approximately 100,000 students.
Chair’s Message continued

Our sponsors continued to demonstrate their commitment to our mission. We simply could not offer the programs and services we currently do without these generous sponsors. Our thanks to Allstate Insurance Company of Canada, General Motors, #TAXI, the LCBO and the many other sponsors who support our work.

- LCBO made a record donation of close to $450,000 in early 2009. The funds will enable us to reach 200,000 more Ontario students with our 2009-2010 High School Multi-Media Assembly Program.

- MADD Canada welcomed Alcool NB Liquor as a campaign supporter for Campaign 911, making it the first liquor corporation to partner with MADD Canada on the program.

I want to take this opportunity to thank our volunteers for their efforts. With 7,500 volunteers across the country, we are able to reach out to local communities, form local partnerships, present our policies and programs to governments and form a supportive network for victims. I am proud to be a small part of such an incredible effort, and I thank all MADD Canada volunteers for everything they put into this cause.

I also want to thank the members of the National Board of Directors for their work and support. MADD Canada is fortunate to have this skilled and dedicated team leading us towards our mission. To those members who have completed their terms or retired from the National Board, or will be doing so in the coming year, I offer my gratitude for their extraordinary contributions.

The National Board of Directors now welcomes Wayne Kauffeldt as Chair and Robert Mann as Vice-Chair. They each bring a wealth of experience and knowledge to the roles and will be effective leaders of our organization. In turn, they will have the support of a talented and committed group of Board Members.

Finally, I wish to recognize Margaret Miller, our National President. Margaret has been a strong and compassionate voice, tirelessly delivering our message to individuals, communities, the media and government officials across this country. She is a wonderful ambassador for our organization. On behalf of the National Board of Directors, I offer her our deepest thanks.

While my term as Chairperson is ending, rest assured that I will continue to work alongside all of you in this shared goal to end impaired driving and to support victims.

Carolyn Swinson
Chairperson, National Board of Directors
June 30, 2009
Taking stock of the achievements MADD Canada has made in the past year, our volunteers, sponsors and supporters can be very proud of our success. These accomplishments represent not only progress towards our mission, they represent opportunities for future growth and achievement.

MADD Canada continues to advance a strong public policy agenda that is based on well-researched, statistically-supported best practices for impaired driving laws. Our work has focused largely on the standards outlined in the Rating the Provinces Report Card. Key among our priorities is the implementation, by all provincial governments, of: roadside licence suspensions for drivers with a BAC of 0.05% or higher; a 0.00% BAC for drivers under 21 or with less than 5 years of experience; and mandatory alcohol ignition interlocks for people convicted of impaired driving.

We have successfully engaged many government stakeholders over the past year and were very pleased to see some provinces adopt important impaired driving legislation. We look forward to working with the remaining provinces to make similar progress.

On the federal level, MADD Canada appeared before the House of Commons Standing Committee on Justice and Human Rights in March, 2009 as part of the Committee’s review on matters related to impaired driving. While MADD Canada was disappointed in some aspects of the Committee’s subsequent report, we were heartened to see endorsements of certain measures which mirror the best practices we have been advancing, including the use of alcohol ignition interlocks and random roadside breath testing.

Random roadside breath testing, in particular, represents an important progression; one that will prevent crashes and save lives. Criminal charge statistics and national survey data indicate that only 1 in every 168 impaired driving trips results in an impaired driving charge. That statistic alone conveys the significant need to provide police with the ability to conduct random roadside breath testing to take more impaired drivers off our roads.

One of our most important roles is to provide government, stakeholders, the media and the public with clear, compelling information on issues related to impaired driving and how strong legislative measures will reduce alcohol and drug-related crashes. Over the past year, we published reports and materials which informed and promoted dialogue, such as our Rating the Provinces Report Cards and Random Breath Testing in Perspective.

MADD Canada continues to seek out partnerships which advance our mission and goals. We are pleased to partner with public health and addiction services, police services and other organizations to accomplish shared interests and goals. We also look forward to our ongoing involvement with the National Alcohol Strategy (NAS) and its work to reduce alcohol-related harm in Canada. We are pleased to be part of the NAS working group, along with representatives from some 30 other agencies, which is working towards improvements in health promotion, prevention, and education; health impacts and treatment; availability of alcohol; and safer communities.
Chief Executive Officer’s Message continued

Our exploration of technological solutions to end impaired driving includes our work on the Blue Ribbon Panel. The Blue Ribbon Panel oversees the development of the Driver Alcohol Detection System for Safety (DADSS) Project. The Blue Ribbon Panel is an international group consisting of traffic safety organizations, auto makers and others in the transportation and automobile industries. It is examining technological options to prevent vehicles from starting when a driver’s BAC measures over a pre-set limit. Three projects from Sweden, the United States and Canada are currently underway to develop potential systems. Over the coming year, the Blue Ribbon Panel will select one or two projects to be considered for the next phase, which will involve the production of prototypes to be installed in vehicles.

We are building relationships with new corporate sponsors who share our goals. Liquor control boards, for example, have a strong commitment to social responsibility programs. Their interest in promoting safe and responsible alcohol consumption makes them important partners for MADD Canada. We have strong relationships in some provinces, and will seek out similar partnerships with other provincial liquor control boards to further our common goals.

As we recognize the accomplishments of the past year, I want to thank the people who are making it all happen: our Chapters and Community Leaders and all our volunteers for their tireless efforts and passion to this cause; our sponsors for their collaboration and generosity; and the National Board of Directors for their leadership and vision, as well as the important work they do at the local and provincial levels.

Supporting the work of our Chapters, Community Leaders and National Board of Directors is our MADD Canada staff team. Our talented and dedicated staff members play both leadership and support roles in the various work being done at the local, provincial and national levels. They are integral to our work and I thank them for the important contributions they make each and every day towards achieving our goals and our mission.

To Carolyn Swinson, our outgoing Chairperson of the National Board of Directors, I offer my sincerest gratitude. Her remarkable work on behalf of MADD Canada over the years, along with her unwavering dedication, have made her an inspirational leader to us all.

I also want to recognize our National President Margaret Miller. Margaret and I have worked closely together over the past year, engaging government officials in discussions on legislative initiatives and promoting our programs across the country. I thank her for her commitment, drive and enthusiasm in her role as the public face of MADD Canada.

A new year of challenges and opportunities await us. I have every confidence MADD Canada will forge ahead with great success and continue to lead the effort to stop impaired driving.

Andrew Murie
Chief Executive Officer
June 30, 2009
Impaired Driving: Get the Facts

- Single largest criminal cause of death in Canada. On average, alcohol-related crashes claim 1,475 lives and cause more than 75,000 injuries each year.

- Disproportionate toll on young people. More than 45% of youth crash deaths are alcohol-related, and one in every three people who dies in alcohol-related crashes is under the age of 25.

- Persistent problem. Despite stronger federal and provincial impaired driving legislation, frequent sobriety checkpoints and awareness campaigns and other initiatives, impaired driving continues to be a significant problem. Impaired-related crash deaths and injuries are on the rise; in 2006, they exceeded 1999 levels.

- Dangerous decisions. Millions of Canadians still choose to drive while impaired. The number of impaired driving trips taken each year is estimated to be 12.5 million.

- Senseless tragedy. The deaths, injuries and damages caused by impaired driving are 100% preventable.

MADD Canada: Making a Difference

- Over 100 Chapters and Community Leaders, and approximately 7,500 volunteers, provide education, awareness and victim services programs across the country.

- MADD Canada partners with police, public health officials, and medical and safety organizations at the community, provincial and national levels.

- With a powerful public policy agenda, MADD Canada calls on governments at all levels to enact legislation and laws to take more impaired drivers off our roads.

Victim Services is what makes MADD Canada unique from other organizations. Services include a victim support line, training courses to develop victim services volunteers, a Victims’ Weekend and Candlelight Vigil and a comprehensive resource guide.

Chapter Services offers volunteers the tools they need to provide one-on-one service to their communities, including: victim services volunteer training, volunteer development workshops and materials, national public awareness campaigns, a leadership conference and tools to assist in effective legislative initiatives.

Raising Public Awareness about the dangers of impaired driving is critical to preventing more alcohol and/or drug-related traffic deaths and injuries. Our public awareness strategies include: Campaign 911, Project Red Ribbon and public service announcements for radio, television and print.

Youth Services strives to stop impaired driving among youth by empowering young people to positively influence their peers, communities and legislators. Services include: High School Multi-Media School Assemblies, the Matthew Paul Carvalho Poster Content, National Writing and Multi-Media contests and a Bursary Fund for Canadian students who have lost a parent or guardian in an impaired driving-related crash.

Advanced Technology will eliminate impaired driving in Canada. As part of a Blue Ribbon Panel for the Driver Alcohol Detection System For Safety, MADD Canada works with members of the traffic safety and auto industries to assess the feasibility of technologies to prevent impaired driving.
2008-2009 Highlights

• Provided services to 20,000 victims of impaired driving.

• Informed and educated the general public about impaired driving through awareness and education programs, including Campaign 911, MADD Scientist and the Quest for Power Elementary School Program, Dead on Arrival High School Multi-Media Assembly Program and Project Red Ribbon.

• Joined Justice Canada to host Canada’s first annual National Day of Remembrance for Road Crash Victims in Ottawa.

• Published meaningful and informative materials to engage decision-makers, the media and the general public in dialogue around impaired driving, including Rating the Provinces 2008 Progress Report, Ignition Interlock Programs: The 2008 Report Card and the Magnitude of the Alcohol/Drug-Related Crash Problem in Canada (Revised February 2009).

• www.madd.ca had approximately 800,000 unique visits and more than 4 million page views.

• MADD Canada’s television public service announcements aired approximately 45,000 times.

• Expanded the Roadside Memorial Program into Manitoba.

MADD Canada Victim Services

• Emotional support through Chapter and 1-800 line
• Print and on-line resources for victims
• Referrals to community groups/agencies for assistance
• Injury resources
• Helping victims know their rights under the law
• Court accompaniment and support during the criminal trial process
• Advocating for victim rights in law
• Annual Candlelight Vigil of Hope and Remembrance & Victims’ Weekend, Memorial Wall and On-line Tribute to Victims
• MADD Canada’s Roadside Memorials

MADD Canada Programs and Services

• Victim Services Volunteer (VSV) training
• Court monitoring
• Death Notification training
• Project Red Ribbon
• Campaign 911
• Strides for Change
• Honouring our Spirit documentary video and discussion
• Radio and television public service announcements
• www.madd.ca
• Online Research Library with publications, statistics and research papers
The auto insurer sees the devastating impact of impaired driving on individuals and families. Supporting MADD Canada in the effort to raise awareness for sober driving is an important way in which Allstate serves its customers and communities. The company’s corporate commitment to road safety and healthy communities is admirably reflected in its support of MADD Canada’s programs and services.

For more than 20 years, Allstate Canada has stood proudly beside MADD Canada to raise awareness of the dangers and tragic consequences of impaired driving. In the early years, Allstate Canada employees lent their help by volunteering to manually cut the large rolls of red ribbons into individual sizes for distribution to motorists as part of Project Red Ribbon. Since then, the company has been involved in nearly all MADD Canada programs and services over the years.

Currently, Allstate Canada supports MADD Canada as:

- A National Sponsor for both the Elementary School Multi-Media Program and the High School Multi-Media Assembly Program
- An Official Sponsor for Campaign 911
- A Title Sponsor for Project Red Ribbon
- Sponsoring various MADD Canada research publications

In addition to sponsoring the programs, Allstate Canada helps to raise awareness and promote sober driving by sending materials to its customers across the country and proudly displaying MADD Canada’s red ribbons, donation boxes and posters in all its Agent offices.

MADD Canada recognizes Allstate Canada for its extraordinary commitment to the prevention of impaired driving and its long-time support of MADD Canada programs and services. Allstate Canada is truly an invaluable partner in MADD Canada’s mission to stop impaired driving and to support victims of this violent crime.

“Promoting safe and sober driving is not just a partnership between MADD Canada and Allstate. It’s a partnership between every driver on the road.”

Chris Kiah, President and Chief Executive Officer, Allstate Insurance Company of Canada
**Project Red Ribbon Marks 21st Year**

Over its 21 year history, MADD Canada’s red ribbon has become a symbol of safe, sober driving and a tribute to those who have been killed or injured in impaired driving crashes.

Each year, from November 1st to January 2nd, *Project Red Ribbon* reminds the public to drive sober and delivers the message that the deaths and injuries resulting from impaired driving are completely preventable. Volunteers across the country distribute millions of red ribbons to the public to attach to their vehicles or key chains. Chapters, Community Leaders and volunteers also participated in a range of innovative activities to raise awareness, including police sobriety checkpoints, mall displays, parades and more.

The 2008 campaign featured the story of Nova Scotia police officer Bruce Miller, son of National President Margaret Miller. Bruce lost his life in an impaired driving crash in 2004.

This year’s campaign also included a new sponsor. Recochem Inc., a leading producer, formulator and packager of automotive and chemical products, donated 10 cents per gallon of windshield wash sold exclusively through Wal-Mart.

**Sponsor Profile**

LCBO, its employees and its customers began supporting *Project Red Ribbon* almost from the start of the program and have played a significant role in its growth and success ever since. Every winter, the LCBO places *Project Red Ribbon* coin boxes in its stores. LCBO employees also appeal to customers to make a donation on their credit or debit card purchases. In December 2008, the LCBO’s staff and customers raised a record $890,523 which was split between MADD Canada and four charities.

LCBO’s commitment to social responsibility includes initiatives aimed at promoting responsible drinking and preventing impaired driving. Its partnership with MADD Canada spans a wide range of activities and initiatives, including poster campaigns, billboard ads and television campaigns to raise awareness and reduce impaired driving. This year’s extraordinary donation from LCBO will support the 2009-2010 High School Multi-Media Assembly Program.
Campaign 911 Changing Perceptions

When Campaign 911 launched in 2007, few people used 911 to report impaired drivers. While they recognized impaired driving as dangerous and criminal, many people did not perceive it as an appropriate 911 call. That is changing, thanks to MADD Canada’s Campaign 911.

Campaign 911 encourages and empowers Canadians to call 911 to report suspected impaired drivers. Signs, public service announcements and other materials inform the public about possible signs of impaired driving and what to do if they suspect a driver is impaired. Across the country, more than 100 MADD Canada Chapters and Community Leaders are joining with their local police and other partners to deliver the program.

The message is being heard. Police and news accounts report more impaired drivers being stopped as a result of citizens’ 911 calls. Research shows that 911 programs increase arrest rates for impaired driving between 30 and 40%.

In 2008-2009, Campaign 911 continued to gain momentum and attract new partnerships:

- This year’s national launch, held in Toronto, featured Toronto Police Chief William Blair and a sobriety checkpoint;
- A provincial launch was held in New Brunswick, with the support of new Campaign 911 sponsor Alcool NB Liquor, the Rothesay Regional Police and the Saint John Police;
- MADD Canada joined the Province of British Columbia, the City of Nanaimo and the RCMP to launch RID (Reporting Impaired Driving), a new provincial program which incorporates the Campaign 911 message;
- Campaign 911 was delivered to lakes and waterways, thanks to a new partnership with the Canadian Safe Boating Council.

Sponsor Profile #TAXI

When MADD Canada launched Campaign 911 in 2007, #TAXI was a natural fit as Title Sponsor. Calling #TAXI or #8294 from any cell phone connects the user to the first available taxi company or the taxi company of their choice. By offering a fast and convenient means home for people who should not be driving, #TAXI is helping to keep roads safe and contributing to MADD Canada’s mission to stop impaired driving and to support victims of this violent crime. The company’s support and generosity go well beyond a single campaign; it has supported MADD Canada since 2004 and is also an Official Sponsor of both the High School Multi-Media Assembly Program and Project Red Ribbon.
Fostering Safe and Sober Driving Habits Among Youth

It’s Friday night. Alex and his friends are drinking alcohol and smoking marijuana. Then they make the tragic decision to drive to a party. Moments later, Alex crashes into another vehicle. Their lives, and the lives of their loved ones, change forever.

This fictional account is the focal point of *Dead on Arrival*, MADD Canada’ 2008-2009 High School Multi-Media Assembly Program. Using music, video clips, dramatizations and testimonials from people who have lost loved ones, *Dead on Arrival* brings high-energy drug and alcohol awareness and risk reduction messaging to high school students across Canada.

Educating young people about impaired driving is critical to stopping alcohol and/or drug-related crashes, deaths and injuries. Young people are at particular risk; one in three people who die on Canada’s roads due to alcohol-related crashes are under the age of 25.

*Dead on Arrival* was seen by some 700,000 students during the 2008-2009 school year.

Looking ahead to the 2009-2010 school year, MADD Canada is pleased to announce its first French High School Multi-Media Assembly Program. Thanks to funding from sponsors, MADD Canada was able to produce this year’s program, *Wasted*, in French. *Fini* debuted at a high school in New Brunswick in late September, with a premiere showing sponsored by Alcool NB Liquor (ANBL).

The long-standing partnership between MADD Canada and ANBL began more than 12 years ago when ANBL joined the annual Project Red Ribbon Campaign. Since then ANBL has supported the High School Multi-Media Assembly Program as well as Campaign 911. In 2009-2010, ANBL is sponsoring a further 10 presentations of *Wasted* and 10 presentations of *Fini* throughout New Brunswick.

“The presentation was incredible. The behaviour and attention of the students from start to finish was a testament to how relevant and meaningful the material was. As educators, we strive to engage our students in the learning process and they were extremely engaged with today’s presentation. Thank you for including us and delivering such a powerful message!” ~St. Matthew Catholic School

Sponsor Profile

**Manitoba Public Insurance**

Manitoba Public Insurance (MPI) works along-side MADD Canada to promote safe and sober driving, particularly among the high-risk youth demographic. As part of its commitment to road safety, MPI has supported MADD Canada’s High School Multi-Media Assembly Program since 2001. MPI’s ongoing support helps make it possible for MADD Canada to deliver increasingly, powerful, high-quality programming that promotes safe and responsible driving habits among future generations of drivers.

As a Provincial Sponsor, MPI facilitated the delivery of 60 shows to high schools throughout Manitoba in 2008-2009. What is most notable about MPI’s support is that it enabled MADD Canada to bring *Wasted* to the northern and remote areas of the province. As a direct result of MPI’s sponsorship, *Wasted* was delivered to many students who have not previously had an opportunity to see MADD Canada’s High School Multi-Media Assembly Program.
MADD Canada is proud of our long-term partnership with Alcohol Countermeasure Systems (ACS) Corp. and their commitment as Gold Technology Sponsor.

ACS is a leading manufacturer of breath alcohol testing instruments and supplier of alcohol interlock technology/services, with a well-earned reputation for the highest quality hardware, custom software applications and service delivery standards in the industry. ACS’ experience with alcohol interlocks stretches back more than 30 years, and its interlock products are used to inhibit drinking and driving in 19 countries on five continents. ACS is headquartered in Canada, where its interlock division (known as Guardian Interlock Systems) is the designated service provider for offender interlock programs in all ten Provinces as well as the Yukon Territory.

Alcohol interlocks combine sophisticated breath alcohol testing and microcomputer technology. The device is installed in a vehicle in a way that prevents it from being started until the intended driver passes a breath test to demonstrate that his blood alcohol content (BAC) is below an acceptable level.

The technology and service programs developed by ACS have become one of the most effective traffic safety initiatives in this country. Numerous studies over the last 20 years have proven that alcohol interlocks effectively separate drinking and driving — making responsible decisions for people who can’t or won’t make them on their own. In Canada, approximately 11,000 alcohol interlocks are installed in offenders’ vehicles, and last year alone these devices prevented a vehicle from being started by a drinking driver more than 193,000 times.
Program Sponsors

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Allstate Insurance Company of Canada
CIBC

Vehicle Sponsor
Discount Car and Truck Rentals Ltd.

High School Program
Presenting Sponsor
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MJM Productions
Winners Merchants International

Community Sponsors
New Brunswick Liquor Corporation
Alberta Traffic Safety Fund
Insurance Brokers of Alberta–Peace River Zone

Vehicle Sponsor
Discount Car and Truck Rentals Ltd.

Strides for Change
Event Sponsor
Maritime–Ontario Freight Lines Limited

Technology
Gold Technology Partner
Alcohol Countermeasure Systems Corporation

Project Red Ribbon Campaign
Title Sponsor
Allstate Insurance Company of Canada

National Sponsor
Recochem Inc.

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#TAXI
Suzuki Canada Auto Dealers Foundation

Corporate/Provincial Sponsors
Alberta Motor Association (AMA)
BMO Financial Group
Coyle Corrugated Containers Inc.

Campaign 911
Title Sponsor
#TAXI

Official Sponsor
Allstate Insurance Company of Canada

Corporate Sponsor
New Brunswick Liquor Corporation

Individual Leadership Gifts
MADD Canada would like to acknowledge and thank those individual donors who have made a major contribution to MADD Canada’s programs during 2008–2009.

Professor Robert Solomon and Dr. Barbara Lent
Michael Adelson
Francis Bower
Bernice Godrey
Paul Roth
Chapters and Community Leaders (CL)
As of June 30, 2009.

MADD Canada Chapters and Community Leaders initiate and participate in community activities to support victims and raise public awareness about the dangers of impaired driving. Local groups are operated by volunteers who dedicate their time and expertise to MADD Canada's mission. For more information about MADD Canada's activities and programs in your area, visit our web site at www.madd.ca to contact the Chapter or Community Leader nearest you.

British Columbia
B.C. Fort St. John *
B.C. Kamloops *
B.C. Kelowna *
B.C. Metro Vancouver
B.C. North Island
B.C. Prince George *
B.C. Trail *
B.C. Victoria & Area
B.C. Williams Lake

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Whitehorse

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Parkland
Provost *
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Wabasca Desmarais *

Saskatchewan
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Meadow Lake
Regina
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Pictou County
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Avalon
Bay of Islands
Bay St. George
Exploits Valley
Gander & Area
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Labrador Straits *
Labrador West
Mary’s Harbour *
Rocky Harbour *
Trinity Bay

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South Eastern New Brunswick
Sussex *

*Community Leader