



NEW YORK CITY TAXI & LIMOUSINE COMMISSION

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FOR IMMEDIATE RELEASE

Press Release #04-10

November 15, 2004

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The New York City Taxi and Limousine Commission (TLC) joined with leaders of the New York City taxicab industry today to help Mothers Against Drunk Driving (MADD) to promote awareness of its safety campaign, "Tie One On For Safety." At an event held today at the East/West Management taxi garage in Manhattan, TLC

Commissioner/Chair Matthew W. Daus joined New York State MADD Executive Director Donna Kopec in tying on the first of what will be many thousands of ribbons tied to New York City's yellow medallion taxicabs in time for the holidays.

"This effort will bring together two very iconic images," said Commissioner Daus. "The first is the red MADD ribbon, which is emblematic of the pledge to drive safe, sober and buckled up. And the second is the New York City yellow medallion taxicab. I am proud to be here today to see and share in the taxi industry's eagerness to embrace MADD's mission of holiday season safety, and I am prouder still that people will soon be able to look at any taxi in the city and be reminded of their important message."

"I am excited to partner with the New York City Taxi and Limousine Commission in the promotion of MADD's Tie One On For Safety Campaign," said Executive Director Kopec. "The display of MADD's red ribbons on these vehicles throughout the city will serve as a highly visible symbol for people to be responsible and utilize alternate transportation services when choosing to drink."

A trio of major taxicab industry organizations were represented by their leadership at the event, promoting their willingness to participate in the campaign, the goal of which is to see a red MADD ribbon tied to each of the city's 12,787 medallion taxicabs. Participants included Metropolitan Taxicab Board of Trade Director Joseph Giannetto, League of Mutual Taxi Owners Association Managing Director Vincent Sapone and President Richard Kay, and Committee For Taxi Safety Executive Director David Pollack.