



# THE CITY OF WINDSOR

OFFICE OF THE MAYOR

DREW DILKENS, DBA  
MAYOR

## PROCLAMATION

**“Project Red Ribbon Day”  
November 1, 2023**

**WHEREAS:** *Project Red Ribbon* is a commitment made by Canadians to drive safe and sober. It is a highly visible, community public awareness campaign which depends on volunteer participation to promote the message that deaths and injuries resulting from impaired driving are needless tragedies and totally preventable; and,

**WHEREAS:** Each year from the beginning of November until the first Monday after New Year’s Day, MADD Canada volunteers across the country distribute red ribbons and ask Canadians to display a ribbon on their vehicle and/or key chain, or on a personal item like their purse, briefcase or backpack; and,

**WHEREAS:** The MADD Canada red ribbon is a powerful symbol. By displaying the ribbon, you are making a personal commitment to drive sober. A red ribbon is also used to pay tribute to the thousands of Canadians who have lost their lives or who have been injured as a result of impaired driving. The red ribbon also reinforces the message to drive sober throughout the holidays and throughout the year;

**THEREFORE:** I, Drew Dilkens, Mayor of the City of Windsor, do hereby proclaim

**November 1, 2023  
“Project Red Ribbon Day”  
in the City of Windsor.**

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Mayor

