



Lef's **ELIMINATE** Drunk Driving

Walk Like MADD

Keeping our Children and Communities Safe

What

2009 Philadelphia
Walk Like MADD

Where

MLK Drive near the
Philadelphia Museum of
Art

When

Saturday
October 10, 2009

Registration
8:30 AM

Opening Ceremonies
9:30 AM

Walk Begins
10:00 AM

Why

To support MADD's mission to stop drunk driving, support the victims of this violent crime and prevent underage drinking



MADD Southeast Pennsylvania

1100 E. Hector St.
Suite #440
Conshohocken,
PA 19428
610-825-4902
800-948-6233



Walkers begin their 5K walk at the 2008 Philadelphia Walk Like MADD.

What Is Walk Like MADD?

Walk Like MADD, MADD's signature walk, is a fun, community-driven 5K walk that raises funds and saves lives. With every step you take and every pledge you make, you'll help raise money and awareness to support MADD's life-saving mission to eliminate drunk driving, prevent underage drinking and support victims and their families.

It's a cause everyone can get behind.

What does MADD do?

Did you know that MADD has helped save more than **330,000 lives** since first working to make our communities and roadways safer? Each one of those lives is our neighbor, family member, or friend. The good news is together we can save even more lives. MADD works to save lives through education, awareness, and the passage and enforcement of anti-drunk driving and underage drinking laws. Just as importantly, MADD provides crucial support for the survivors, family members and friends coping with the devastation caused by a drunk driving crash. MADD works in more than 400 communities across the country, and has more than 1,400 trained victim advocates on call 24 hours a day, seven days a week to support victims with comfort or legal assistance they can rely on.



Walk Like MADD 2008 was a fun filled event for all family members.

Finding a cure...

Unlike many others, our cause doesn't need a cure; it already exists—the cure is awareness and education so that each of us chooses to drive sober or designate a driver if we drink alcohol.



Questions?

Contact Rebecca Payne, Development Officer for MADD Pennsylvania, at rebecca.payne@madd.org or by phone at 610-825-4902.

www.walklikemadd.org

Corporate Teams

Why Walk Like MADD?

In today's economy, aligning with a cause like MADD is an effective strategy for businesses to stand out to potential customers.

Americans believe it's more important than ever for companies to be socially responsible. A full 85% of Americans say that they have a more positive image of a product or company when it supports a cause they care about (*Cone Cause Evolution Study, 2008*). In fact, when price and quality are equal, 79% of Americans will switch brands to support a cause they believe in (*Cone Cause Evolution Study, 2008*). And in a recession, 55% of consumers say that they will buy from brands that support a good cause even if it is not the cheapest brand (*Edelman Goodpurpose Study, 2008*).

Actively supporting a cause like MADD engages employees and builds morale.

Over 80% of Americans consider a company's social commitment when deciding where to work (*Cone Corporate Citizenship Study, 2004*). And employees whose companies support social issues are almost 40% more likely to be proud of their company's values and nearly 25% more likely to be loyal to their employers than those whose companies do not engage in such efforts (*Cone Corporate Citizenship Study, 2002*).

Walk Like MADD is a great opportunity to participate with one of the most recognizable charities in the US.

Four out of five adults (78%) has heard of MADD and nearly everyone recognizes that the organization's main goals are to stop drunk driving, prevent underage drinking, and offer support to help victims (*Consumer/Donor Study by RoperASW*). The Chronicle of Philanthropy recognized MADD as one of the three most credible organizations in the U.S. and MADD has been named one of the 100 best charities by Worth magazine.

The Benefits of Walk Like MADD

- Support MADD's efforts to keep our children and communities safe
- Build company morale through participation in a great cause
- Reach an audience of 1,500 through day-of-event visibility
- Reinforce positive image of company supporting its community
- Opportunity to win prizes including the Top Corporate Team Award



Dependable Distribution Services, Inc. team members approaching the finish line

2009 Philadelphia Walk Like MADD

Corporate Sponsors

Introducing...

Dean Weitzman, Managing Partner My Philly Lawyer



Why did you choose to partner with MADD?

"That was easy. MyPhillyLawyer has represented many, many individuals who have been seriously injured as a result of drunk drivers plowing into them in vehicles. This is a crime that impacts victims, their families and their futures, often with devastating effects. It is also a crime that can be fought and prevented through education and programs MADD offers. We are proud to help in that fight alongside MADD."

What kinds of services does My Philly Lawyer offer to DUI victims?

"We secure compensation for them to ensure that they receive complete and proper medical and psychological treatment due to their injuries sustained in these accidents. Whatever they need, we work hard to obtain for them, from medical specialists to psychological services to one-on-one support from our attorneys as we represent them in their lawsuits. We're here to help people and that's what we do in these cases."

Do you personally know anyone who was involved in a DUI?

"None of my friends or family members has been injured in an accident caused by a drunk driver, but we deal with clients who have suffered from these kinds of accidents on a regular basis in our law practice."

What do you want people to know about My Philly Lawyer?

"We pride ourselves in aggressive legal representation, leaving no stone unturned to make sure that our clients are compensated not only for their traumatic injuries, but that they get the medical care and counseling that they require for their recoveries. As an accident victim injured by a thoughtless, uncaring, dangerous drunk driver, you are not alone when you have MyPhillyLawyer working hard on your side."



www.walklikemadd.org

Getting Started

To get started, you'll first need a team captain. By registering online, you can create and customize your own team page!

The next step is to recruit coworkers to join the team. MADD can help with posters, brochures, and recruiting tips. Each team member can sign up online and create their own page.

Once your team is set, you're ready to start fundraising. Don't worry—each team will have a mentor, a MADD volunteer who can help with goal-setting advice, fundraising ideas, and encouragement. And we'll have plenty of contests and prizes to give your team added incentive!



How to Register for Walk Like MADD

Go to: www.walklikemadd.org

Under the "Join A Walk" heading, select a city—Philadelphia.

Select "Form a New Team."

Step 1: Join or Form a Team

- Scroll down to left hand column under Philadelphia and click on "Form a New Team."
- Create a team name, fill in team company, select team division, and set your fundraising goal.

Step 2: Participate

- Select if you would like to participate as a walker or virtual walker.
- To make a donation to your own page at this time, please fill in the donation amount as an additional gift.
- Set your team's fundraising goal.

Step 3: Register

- Complete the registration form by filling in your contact information.
- Make sure you select a user id and a password (this is required to get the message to your all your contacts, track your team progress, upload your personal address book, etc.).

Step 4: Waiver

- Read the legal notice and then if you agree to the terms & conditions then click on the box below. Then click "Next Step" to advance.

If you indicated that you wanted to make a gift at this time, you will have two additional steps to get your billing information and confirmation. Steps 5 and 6 will not appear if you did not choose to make a donation.

You're now set and ready to send your personal page to your contacts so that they too can join your team for the 2009 Walk Like MADD!



Let's **ELIMINATE** Drunk Driving

www.walklikemadd.org