9701 Las Tunas Drive • Temple City • California 91780 • 626-285-2171

FOR IMMEDIATE RELEASE
December 11, 2024

Contact:
Bryan Cook, City Manager
626-285-2171

Temple City Partners with Mothers Against Drunk Driving (MADD) to Join the Illuminate MADD California 2024 Campaign

Temple City, CA – The City of Temple City is proud to announce its participation in the Illuminate MADD California 2024 Campaign, a statewide initiative in collaboration with Mothers Against Drunk Driving (MADD). This impactful campaign aims to raise awareness about the dangers of impaired driving and honors the memories of Jennifer and Sabrina Argueta, who tragically lost their lives earlier this year due to a drunk driver.

As part of the campaign, landmarks throughout the city, including City Hall and Temple City High School sign, will be illuminated in red to highlight the critical importance of preventing drunk and drugged driving accidents. The initiative aligns with Temple City's ongoing commitment to traffic safety, which is being implemented in collaboration with the LASD Traffic Services Detail to create a safer environment for residents.

“We are honored to be part of this vital campaign that aligns with our efforts to reduce impaired driving and protect the well-being of everyone in Temple City,” said Mayor Tom Chavez. “By participating in the Illuminate MADD California 2024 Campaign, we are sending a strong message that we are dedicated to working together to prevent senseless tragedies on our roadways.”
The Illuminate MAAD California 2024 Campaign focuses on the power of prevention and intervention through initiatives aimed at promoting responsible decision-making, encouraging the use of designated drivers, and fostering strong community support networks for those impacted by impaired driving.

About Illuminate MADD California:

Illuminate MADD California, launched in 2022, is a campaign by MADD to honor victims of drunk and drugged driving by lighting landmarks, buildings, and homes in red—MADD’s signature color symbolizing courage and strength. Kicking off the holiday season, a particularly dangerous time on the roads, the initiative raises awareness about impaired driving, promotes safety, and encourages responsible hosting. Through this visual reminder, MADD aims to inspire community support and advance its mission to eliminate impaired driving.