



MADDBAGS® - Safety Is In Style This Holiday Season

Harveys Industries, Inc., home of the Original Seatbeltbag® and Mothers Against Drunk Driving (MADD) are hitting the road this holiday season with a stylish gift to help spread the message to drive safe, sober and buckled up.

Santa Ana, CA ([PRWEB](#)) December 24, 2004 -- Harveys Industries, Inc., home of the Original Seatbeltbag® and Mothers Against Drunk Driving (MADD) is hitting the road this holiday season with a stylish gift to help spread the message to drive safe, sober and buckled up. From December 10 through December 31, 2004, MADDbags® will be available at a special price of \$75. Normally, they retail at \$97. Additionally, Harveys will double their donation to MADD from \$10 per bag sold to \$20.

“I carry my MADDbag everywhere and use it as a tool for starting conversations about safety,” says Cynthia S. Roark, MADD National Chairman of the Board. “A seat belt is the best defense against a drunk driver, and the MADDbag is a beautiful reminder of the importance of traveling safe, sober and buckled up.”

Approximately \$5,000 has been donated to MADD to date this year from the sale of the MADDbag®. Dana and Melanie Harvey, owners of Harveys Industries, Inc. partnered up with MADD after a drunk driver killed Roark’s 18-year-old daughter, Paige, a close friend of the family. Their goal is to raise money and create awareness about the dangers of drunk driving to prevent further tragedies.

The MADDbag® is available online at www.seatbeltbags.com. Made from seatbelt webbing woven into a tote, they are available in Ferrari Red. All bags are Guaranteed Tough® and Built in the U.S.A.®

MADD’s mission is to stop drunk driving, support the victims of this violent crime and prevent underage drinking.

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Online Web 2.0 Version

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