

## **Maid Brigade Partners with MADD to “Clean Up the Streets”**

*Residential Cleaning Service Helps Educate Communities  
About Drunk Driving – One Home at a Time*

**ATLANTA – May 1, 2006** – Maid Brigade announced its renewed partnership with Mothers Against Drunk Driving (MADD) today. The company will reach out to nearly 30,000 families to help promote MADD’s mission and increase public awareness about the dangers and consequences of drunk driving.

Maid Brigade, a residential cleaning service company, will continue their community education campaign with MADD titled, “We’re Cleaning Up the Streets for the Safety of Our Community.” The campaign, which first launched in May 2005, is being facilitated through participating Maid Brigade offices throughout the United States. The franchises will build upon last year’s campaign by distributing educational materials and MADD’s red “Choose Courage” wrist bands to all of their clients.

“We are proud to continue partnering with MADD because drunk driving is an issue that affects every person and every community,” said Bart Puett, President of Maid Brigade. “We feel it is our responsibility to give back to the local communities we serve.”

The cause is one that resonates with Maid Brigade franchisees, whose employees travel daily to clients’ homes. Of the 121 Maid Brigade franchises located in the U.S., nearly 60 percent are participating in this public awareness campaign.

### **A National Campaign with a Community Focus**

The campaign will increase its outreach efforts this year by distributing more than 28,000 MADD awareness wrist bands to Maid Brigade clients during the month of May, prior to the busy travel season. The awareness bracelets will serve as a reminder to drive safe and sober while participating in social events, holiday celebrations and family vacations this summer.

According to the National Highway Traffic Safety Administration, more than 16,000 people were killed in alcohol-related traffic crashes in 2004, accounting for 39 percent of all traffic fatalities. Through its partnership with MADD, Maid Brigade is able to help in the organization’s mission to prevent drunk driving fatalities through awareness and education programs – one community at a time.

“An important step in preventing drunk driving is community education,” said Glynn Birch, MADD national president. “Maid Brigade’s support allows us to increase our outreach efforts to communities all across the country and is playing an integral role in literally cleaning up our streets.”

To further promote the campaign, Maid Brigade has devoted the summer issue of its quarterly customer newsletter *HOME* to drunk driving awareness information, and will distribute it to clients along with the awareness wrist bands.

“Our franchisees have embraced this cause as their own,” said Puett. “Their involvement is key to helping promote the educational campaign and spread the message of drunk driving prevention nationwide.”

The company will continue its outreach efforts in support of MADD throughout 2006, with increased community education and promotion during the heavily-traveled holiday season beginning in November.

### **About Maid Brigade**

Headquartered in Atlanta, Maid Brigade offers professional residential cleaning and superior customer service through more than 400 service areas in the United States, Canada and Europe. Maid Brigade offers franchisees the chance to be part of a company focused on success and growth. For more information, visit [www.maidbrigade.com](http://www.maidbrigade.com).

### **About MADD**

MADD is non-profit grassroots organization working to stop drunk driving, support the victims of this violent crime and prevent underage drinking. Founded in 1980, MADD has helped to save more than 300,000 lives. For more information, visit [www.madd.org](http://www.madd.org).