



## FOR IMMEDIATE RELEASE

### **Smart Start Celebrates 25 Years of Saving Lives Through Alcohol Monitoring Technology with Open House Event**

*Smart Start's 25<sup>th</sup> anniversary event attendees will include keynote speaker, National MADD President, Colleen Sheehey-Church, Smart Start founders Jay D. and Bettye Rodgers, and other notable criminal justice authorities in DFW such as the Grapevine Chief of Police, Judges, attorneys and MADD members.*

**DALLAS – (November 28, 2017)** Smart Start, the leading ignition interlock provider in the world, is about to reach a significant milestone on December 1 by being in business for 25 years.

Smart Start is celebrating its 25<sup>th</sup> anniversary with an open house event at their corporate headquarters, which will be held from 11 a.m. to 2 p.m. on Friday, December 1 at 500 East Dallas Road, Suite 100 in Grapevine, Texas. Attendees will take a tour of the building and hear from keynote speaker, Mothers Against Drunk Driving (MADD) National President, Colleen Sheehey-Church.

Other attendees include:

- Tarrant Court Judges, Brent Carr, David Hagerman and Chuck Vanover
- Dallas County District Attorney, Faith Johnson
- CEO of Grapevine Chamber of Commerce, RaDonna Hessel
- MADD National and MADD North Texas chapters
- Grapevine Chief of Police, Eddie Salame

“This is an exciting time for Smart Start. We have become one of the biggest Ignition Interlock companies, and strive to be the most innovative in the industry,” says Matt Strausz, CEO. “Since the beginning in 1992, we have dedicated ourselves to making our roadways safer. We continue to keep our eye on the future, so we can create an even safer world through alcohol monitoring technology that surpasses the standards.”



To date in the U.S., Smart Start has serviced more than one million customers, has prevented over 11 million illegal vehicle starts with an Ignition Interlock, and has provided over a billion “safe” (under the legal limit) vehicle starts. Texas was the 25th state to pass an all-offender ignition interlock law in 2015. Since then, drunk driving deaths have decreased by 8.5 percent statewide.

#### About Smart Start

Smart Start leads the way in the alcohol monitoring industry as a manufacturer of advanced technology and custom-designed software. With an international footprint of nearly 2,000 service locations across the U.S. and in 18 countries, Smart Start continues to set the standard in alcohol monitoring technology. For more information and media materials, visit [www.smartstartinc.com](http://www.smartstartinc.com) or [www.smartstartinc.com/media-center/](http://www.smartstartinc.com/media-center/).

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