



2022-06

**THE NATIONAL SHERIFFS' ASSOCIATION (NSA) RECOGNIZES TOBY KEITH FOR HIS CONTRIBUTIONS TO HELP SAVE LIVES THROUGH TRAFFIC SAFETY EFFORTS**

**WHEREAS**, Toby Keith is an American country music singer, songwriter, actor, and record producer; was awarded the National Medal of Arts in 2021; has released 19 studio albums, 2 Christmas albums, and 5 compilation albums, totaling worldwide sales of over 40 million albums, and sold more than 10 billion streams<sup>i</sup>; and,

**WHEREAS**, Toby was also inducted into the Nashville Songwriters Hall of Fame in 2021 and continues writing music and performing as one of country music's top performers; and,

**WHEREAS**, on March 24, 2001, Toby's father was killed in a car crash and Toby has since been an advocate for safe driving and saving lives; and,

**WHEREAS**, in 2004, Toby helped establish and continues to help fund Ally's House that provides financial assistance to families and a summer camp for children during cancer treatment<sup>ii</sup>; and,

**WHEREAS**, in 2006, Toby started the Toby Keith Foundation, that provides support for children with cancer. In 2014, the foundation opened OK Kids Korral, a "home" for children and their families while receiving treatments in their battle against cancer<sup>iii</sup>; and,

**WHEREAS**, Toby was part of an NYPD officers' training video in support of law enforcement and first responders after the terrorist attack on September 11, 2001, allowing his song "My List" to be used in their training video and sessions<sup>iv</sup>; and,

**WHEREAS**, Toby helped the NSA Traffic Safety Committee by being featured in a 30-second PSA released in 2021, to educate motorists to wear their seat belt, slow down, drive sober, and focus on driving. To date, the PSA has received over 13,000 airings, over 62 million impressions and earned over \$2.5 million in media value; now,

**THEREFORE BE IT RESOLVED**, the National Sheriffs' Association expresses extreme gratitude for Toby Keith's generous support and efforts to encourage traffic enforcement, prevent traffic crashes, and save lives; and,

**BE IT FUTHER RESOLVED**, the National Sheriffs' Association wishes Toby Keith and his family complete success as they together confront Toby's current personal challenge. ADOPTED this 26th day of June 2022, by the Traffic Safety Committee with a recommendation that this be adopted by the National Sheriffs' Association on behalf of the membership.

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<sup>i</sup> [https://en.wikipedia.org/wiki/Toby\\_Keith](https://en.wikipedia.org/wiki/Toby_Keith)

<sup>ii</sup> The Oklahoman, April 27, 2007 Toby Keith brings attention, funds to Ally's House

<sup>iii</sup> <https://www.tobykeithfoundation.org/>

<sup>iv</sup> <https://www.tennessean.com/story/entertainment/music/2021/11/01/nashville-songwriters-hall-fame-toby-keith-amy-grant-steve-carle-among-10-inductees/8509089002/>