

**HOLIDAY PLANNER
ENFORCEMENT VERSION
SAMPLE NEWS RELEASE**



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FOR IMMEDIATE RELEASE: [Date]
CONTACT: [Name, Phone Number, E-mail]

Drunk Driving: Over the Limit. Under Arrest.
Enforcement Blitz Continues this Holiday Season

[City, State] – Drunk driving is one of America’s deadliest crimes. In fact, during 2005, nearly 13,000 people were killed in highway crashes involving an impaired driver or motorcycle operator with an illegal blood alcohol concentration (BAC) of .08 or higher.

That is why [Local Law Enforcement Organization] announced today that they will be out in full force looking for and cracking down on impaired drivers this holiday season.

“The holiday season between Thanksgiving and New Year’s is one of the deadliest and most dangerous times of the year due to an increase in impaired driving,” said [Local Law Enforcement Leader]. “If we catch you driving impaired, we will arrest you. No exceptions. No excuses.”

According to the National Highway Traffic Safety Administration (NHTSA), in December 2005, 1,033 people were killed in crashes involving a driver with an illegal blood alcohol concentration (BAC) level of .08 or above.

Driving with a BAC of .08 or higher is illegal in every state, but too many are still not getting the message. According to the FBI’s Uniform Crime Report, more than 1.3 million people were arrested for driving under the influence during 2005.

“We will be out in force conducting sobriety checkpoints, saturation patrols and using undercover officers to get more drunk drivers off the road,” said [Local Law Enforcement Leader]. “We want everyone to play it safe and always designate a sober driver or find a different way home if they have been out drinking.”

Since 1981, every President of the United States has demonstrated the commitment to preventing impaired driving by proclaiming December as National Drunk & Drugged Driving (3D) Prevention Month.

[Local Law Enforcement Official] said that always designating a sober driver and not letting friends drive drunk are just two of several simple steps to help avoid a tragic crash or an arrest for impaired driving. Other important tips include:

- Plan ahead: Whenever you plan on consuming alcohol, designate your sober driver before going out and give that person your keys;
- If you're impaired, call a taxi, use mass transit or call a sober friend or family member to get you home safely;
- Use your community's Sober Rides program **[insert your local Sober Rides specifics here]**;
- Promptly report drunk drivers you see on the roadways to law enforcement;
- Wearing your seat belt or using protective gear on your motorcycle is your best defense against an impaired driver;
- And remember, *Friends Don't Let Friends Drive Drunk*. If you know someone who is about to drive or ride while impaired, take their keys and help them make other arrangements to get to where they are going safely.

“Drunk driving is simply not worth the risk. It is deadly serious and against the law. If you drive drunk, you *will* be arrested. Violators will be spending their money on bail, court, lawyers and towing fees instead of buying holiday presents for loved ones. That's not a great way to end the year,” said **[Local Law Enforcement Official]**. “So don't take the chance. Remember, if you drive over the limit, you will be arrested.”

For more information, visit www.StopImpairedDriving.org.

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