

## **SAMPLE PUBLIC SERVICE ANNOUNCEMENTS**



### **CELEBRATE KWANZAA BUT DO IT RESPONSIBLY**

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DRIVING WHILE IMPAIRED OR ALLOWING ANOTHER TO DO SO CAN RESULT IN TRAGIC CONSEQUENCES, SO REMEMBER THE KWANZAA PRINCIPLE OF “UMOJA” THAT REMINDS AFRICAN AMERICANS TO STRIVE FOR AND MAINTAIN UNITY IN THE FAMILY, COMMUNITY, NATION AND RACE. LET’S DEFINE OURSELVES AS POSITIVE, SAFE AND HEALTHY. ALCOHOL-RELATED CRASHES DESTROY FAMILIES AND THAT DESTROYS OUR COMMUNITIES, SO EMBRACE THE PRINCIPLE OF “COLLECTIVE WORK AND RESPONSIBILITY” THAT MAKES US RESPONSIBLE FOR EACH OTHER. CELEBRATE BUT PLEASE DO IT SAFELY.

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DRIVING WHILE IMPAIRED OR ALLOWING ANOTHER TO DO SO CAN RESULT IN TRAGIC CONSEQUENCES, SO REMEMBER THE KWANZAA PRINCIPLE OF “UMOJA” THAT REMINDS US TO STRIVE FOR AND MAINTAIN UNITY IN THE FAMILY, COMMUNITY, NATION AND RACE. DON’T FORGET THAT LAW ENFORCEMENT ACROSS THE COUNTRY IS SUPPORTING THE *DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST.* CAMPAIGN. THAT MEANS THAT ANYONE WHO IS CAUGHT DRIVING WHILE IMPAIRED CAN BE ARRESTED, HAVE THEIR LICENSE REVOKED,

THEIR INSURANCE RATES INCREASED, AND BE GIVEN HEFTY FINES. ACCORDING TO THE CENTERS FOR DISEASE CONTROL, IN 2004, MORE THAN 1.4 MILLION DRIVERS WERE ARRESTED FOR DRIVING UNDER THE INFLUENCE OF ALCOHOL OR NARCOTICS.

## **THE PRINCIPLES OF KWANZAA REMIND US TO PROTECT PRECIOUS LIFE**

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WE TALK ABOUT KWANZAA AND IT BEING AN IDEAL TIME TO REFLECT ON ITS SEVEN PRINCIPLES. WE TAKE THIS TIME OF YEAR TO VISIT WITH FAMILY AND CELEBRATE PRECIOUS LIFE. UNFORTUNATELY, THERE ARE OTHERS WHO PUT THEIR LIVES AND OUR LIVES AT RISK. I'M TALKING ABOUT THE MAN, WOMAN, OR TEENAGER WHO BELIEVES THAT THE ONLY WAY TO CELEBRATE AND HAVE A GOOD TIME IS TO DRINK TO EXCESS AND/OR USE ILLEGAL DRUGS, AND THEN GET BEHIND THE WHEEL OF A MOTOR VEHICLE. I'M ALSO TALKING ABOUT THE PERSON WHO SEES THIS HAPPENING BUT DOES NOTHING TO TRY TO STOP IT. DRIVING WHILE IMPAIRED OR ALLOWING ANOTHER TO DO SO CAN RESULT IN TRAGIC CONSEQUENCES, SO REMEMBER THE KWANZAA PRINCIPLE OF "UMOJA" THAT REMINDS AFRICAN AMERICANS TO STRIVE FOR AND MAINTAIN UNITY IN THE FAMILY, COMMUNITY, NATION AND RACE. ALCOHOL-RELATED CRASHES DESTROY FAMILIES AND THAT DESTROYS OUR COMMUNITIES, SO EMBRACE THE PRINCIPLE OF "COLLECTIVE WORK AND RESPONSIBILITY" THAT MAKES US RESPONSIBLE FOR EACH OTHER. CELEBRATE BUT PLEASE DO IT SAFELY.

**KWANZAA IS A TIME TO CELEBRATE OUR HERITAGE  
AND DRIVE RESPONSIBLY**

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DO YOU CELEBRATE KWANZAA'S VALUES OF UNITY, SELF-DETERMINATION AND PURPOSE? DO YOU EMBRACE THE PRINCIPLES OF COLLECTIVE WORK AND RESPONSIBILITY? THEN IT'S UP TO YOU TO REMEMBER TO TAKE RESPONSIBILITY DURING THE KWANZAA SEASON, AND TO NOT DRIVE WHILE IMPAIRED. ACCORDING TO THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION, in 2005, MORE THAN 250,000 PEOPLE WERE INJURED IN CRASHES WHERE POLICE REPORTS INDICATED ALCOHOL WAS PRESENT. THIS MEANS ONE AMERICAN WAS INJURED EVERY TWO MINUTES IN AN ALCOHOL-RELATED CRASH SOMEWHERE IN THE NATION. AS BLACK FAMILIES GATHER TO CELEBRATE KWANZAA THIS HOLIDAY SEASON, REMEMBER ALL OF THE PRINCIPLES OF KWANZAA AND DRIVE RESPONSIBLY.