

**ST. PATRICK'S DAY PLANNER  
SOCIAL NORMING VERSION  
SAMPLE NEWS RELEASE**



**Note:** Before filling in the names of the Organization and Organization Spokesperson, you *MUST* contact them to obtain their permission to use their names in this press release, and you must get their approval for the language of their quotations, and any changes or additions they may require. Only after this is done should you send out the press release.

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

**Remember: Buzzed Driving is Drunk Driving  
This St. Patrick's Day**  
*Designate a Sober Driver Before the Party Begins*

**[City, State]** – In 2005, 59 percent of all traffic fatalities that occurred during the evening of St. Patrick's Day to the early hours of the following morning involved drivers with blood alcohol concentrations (BAC) of .01 and higher. Of those, 89 percent involved a driver with a BAC of .08 or higher. This year, the risk may be even greater since St. Patrick's Day festivities will take place on a Saturday night.

That's why **[Local Organization]** announced today a strong push to remind all St. Patrick's Day partiers that *Buzzed Driving is Drunk Driving* and to never forget to designate a sober driver before the festivities begin.

"St. Patrick's Day has become a big night out for many Americans—especially young adults. But it has also become a dangerous night on our roadways due to impaired drivers. And, since St. Patrick's Day falls on Saturday this year, we are working hard to remind everyone to designate a sober driver before their parties begin," said **[Local Leader]**. "Too many people still don't understand that alcohol and driving just don't mix. Too many lives are being lost and we need everyone's help to stop it. It's easy to tell if you've had way too many, but even if you've had one too many, you shouldn't drive."

For a safer St. Patrick's Day, **[Local Leader or Organization]** offered these simple reminders:

- 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;
- 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.

Impaired driving is no accident – nor is it a victimless crime. In 2005, nearly 13,000 people died in highway crashes involving a driver or a motorcycle operator with a BAC of .08 or higher, according to NHTSA.

“Driving any vehicle – including a motorcycle – when buzzed is simply wrong and not worth the risk,” said **[Local Leader]**. “Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for drunk driving are significant.”

“Whether you are meeting a few friends at the local pub or attending the [big local parade/party], if you plan on using alcohol, never drive while impaired—and never let your friends drive if you think they are impaired,” said **[Local Leader]**. “Make smart decisions. Designate your sober driver in advance. And remember, *Buzzed Driving is Drunk Driving*. Don’t push your luck this St. Patrick’s Day.”

For more information, please visit [www.StopImpairedDriving.org](http://www.StopImpairedDriving.org).

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