**CINCO DE MAYO 2017   
SAMPLE NEWS RELEASE**

**SOCIAL NORMING VERSION**

**FOR IMMEDIATE RELEASE: [Date]**

**CONTACT: [Name, Phone Number, Email Address]**

*Note:* Before filling in the names of the organization and organization spokesperson, you *MUST* contact them for permission to use their names in this press release. Also, 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 issue the press release.

**Margaritas and Driving Don’t Mix on Cinco de Mayo**

***Remember: Buzzed Driving Is Drunk Driving***

**[City, State]**— Cinco de Mayo has become a deadly holiday due to drunk driving. In fact, 40 people were killed in drunk-driving crashes across the nation during the Cinco de Mayo holiday period in 2015.

That’s why **[State/Local Organization]** is teaming up with the National Highway Traffic Safety Administration to reach all drivers with an important life-saving message and warning: *Buzzed Driving Is Drunk Driving.*

“Leading up to May 5th, we want remind everyone around **[local area]** that alcohol and driving do not mix,” said **[Local Leader.]** “Planning a sober ride home before the party begins is key to staying safe on Cinco de Mayo. Designate your sober driver in advance, and never get behind the wheel if you’ve been drinking. Remember: *Buzzed Driving Is Drunk Driving*.”

From 2011-2015, 270 people were killed in drunk-driving crashes during the Cinco de Mayo holiday period.

A safe, sober ride home is an essential part of any plan that includes drinking. If you plan to celebrate this Cinco de Mayo, follow these steps to stay safe:

* Before celebrating, decide whether you’ll drink or you’ll drive. You can’t do both.
* If you’re planning on driving, commit to staying sober.
* If you have been drinking, call a taxi or sober friend or family member, use public transportation or **[insert your local sober ride program specifics here]**. Also, try NHTSA’s SaferRide mobile app, which helps users call a taxi or a friend for a ride home and identify their location so they can be picked up.
* Help those around you be responsible, too. Walking while intoxicated can also be deadly, as lack of attention could put you at risk of getting hit by a vehicle. If someone you know is drinking, do not let them get behind the wheel; help them find a sober ride home.
* If you see someone who appears to be driving drunk, call the police. Your actions could help save a life.

Drunk driving causes tragedies all year round. According to NHTSA, 35,092 people were killed in motor vehicle traffic crashes in 2015, and 10,265, or 29 percent, of those fatalities occurred in drunk-driving-related crashes.

Plan your sober ride home before the party begins this Cinco de Mayo.

Remember: *Buzzed Driving Is Drunk Driving.*

For more information, visit [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov).

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