

**Halloween Campaign
Sample Press Release**

**On Halloween, and Every Day, Buzzed Driving Is Drunk Driving**

*[Local Organization] Reminds Halloween Partiers of the Dangers of Drinking and Driving*

**[City, State]—** Halloween is a time for making memories, not causing nightmares. This Halloween, **[Local Organization]** is reminding Halloween partiers that *Buzzed Driving Is Drunk Driving*. Stay safe—and help keep others safe—by refraining from drunk driving. In 2015, there were 55 people killed in drunk-driving-related crashes. If your Halloween party involves alcohol, it’s imperative that you make a plan to get home without getting behind the wheel.

“It’s so important to make a plan before heading out to the Halloween festivities,” said **[Local Leader]**. “Even one drink can impair judgement. This is why it’s essential to have a plan for how you’ll safely get home after your night of partying, before you ever head out for your event. Remember: *Buzzed Driving Is Drunk Driving.”*

According to the National Highway Traffic Safety Administration (NHTSA), 45 percent of all people killed in motor vehicle crashes on Halloween night (6 p.m. October 31 – 5:59 a.m. November 1) from 2011 to 2015 were in crashes involving a drunk driver. Children out trick-or-treating and the parents accompanying them are also at risk, as 36 percent of fatal pedestrian crashes on Halloween night (2011-2015) involved drunk drivers. Younger drivers are most at risk: The 21-to-34-year age group accounted for the most fatalities (64%) in drunk-driving-related crashes during Halloween night in 2015.

It is illegal everywhere in America to drive with a blood alcohol concentration (BAC) of .08 or higher. In 2015, there were 10,265 people killed in drunk-driving-related crashes. Even if you drive drunk and aren’t killed or seriously injured, you could end up paying as much $10,000 for a DUI.

*Buzzed Driving is Drunk Driving*, so follow these simple tips for a safe and happy Halloween:

* Remember that it is never okay to drink and drive. Even if you’ve had one alcoholic beverage, designate a sober driver or plan to use public transportation to get home safely.
* Download NHTSA’s SaferRide mobile app, available on Google Play for Android devices: (<https://play.google.com/store/apps/details?id=com.nhtsa.SaferRide&hl=en>), and in Apple’s iTunesStore for iOS devices: (<https://itunes.apple.com/us/app/saferride/id950774008?mt=8>). SaferRide allows users to call a taxi or a predetermined friend, and identifies the user’s location so he or she can be picked up.
* Use your community’s sober ride program **[Insert your local sober ride program specifics here].**
* If you see a drunk driver on the road, contact **[Local Law Enforcement]**.
* Have a friend who is about to drink and drive? Take the keys away and make arrangements to get your friend home safely.

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