**2018 DRIVE SOBER OR GET PULLED OVER**

**SAMPLE OP-ED**

**ENFORCEMENT VERSION**

**FOR IMMEDIATE RELEASE: [Date]**

**CONTACT: [Name, Phone Number, E-mail 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 op-ed. 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.**

**Remember to Drive Sober this Holiday Season—**

**It Could Save a Life**

The holiday season is both a joyous and stressful time for many Americans. There is an abundance of holiday festivities and family get-togethers, errands and last-minute shopping, school holiday performances, and so much more. The plethora of parties and stressful situations can, at times, lead to an increase in alcohol, which can result in drunk driving. In 2017, the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) reported that drunk driving crashes killed 10,874 people, equating to one person killed every 48 minutes, and accounting for approximately one-third of all vehicle crash fatalities.

This holiday season, to help spread the message about the dangers of drunk driving, **[Local Law Enforcement Organization]** is partnering with NHTSA to get drunk drivers off the roads and help save lives. The national high-visibility enforcement campaign, *Drive Sober or Get Pulled Over*, runs from December 13-31, 2018. During this period, local law enforcement will show zero tolerance for drunk driving. Increased State and national messages about the dangers of driving impaired, coupled with enforcement and increased officers on the road, aim to drastically reduce drunk driving on our nation’s roadways.

Sadly, the statistics show that we have a lot of work to do to put an end to drunk driving. On average, 10,000 people were killed in drunk-driving crashes each year from 2013 to 2017. That’s the equivalent of 20 jumbo jets crashing each year, with no survivors. In December 2017, alone, 885 people lost their lives in traffic crashes involving a drunk driver. This is why **[Local Law Enforcement Organization]** is working with NHTSA to remind drivers that drunk driving is not only illegal, it is a matter of life and death. As you head out to enjoy the holiday festivities, remember: *Drive Sober or Get Pulled Over*.

According to NHTSA, 885 people lost their lives in traffic crashes involving a drunk driver during the month of December 2017.

Drunk driving isn’t the only risk on the road: Drug-impaired driving is also an increasing problem on our nation’s roads. If drivers are impaired by any substance—alcohol or drugs—they should not get behind the wheel of a vehicle. Driving while impaired is illegal, period. The bottom line is this: *If You Feel Different, You Drive Different. Drive High, Get a DUI.* It’s that simple.

“We understand that the holidays are a busy time, but it’s imperative for drivers to slow down, be aware of their actions, and make the safe, responsible choice to refrain from drinking and driving,” said **[Local Law Enforcement Leader]**. “Under no circumstances is it ever okay to drink and drive. Unfortunately, drunk driving is still a huge problem in our country, and, we’re seeing a rise in marijuana use and drugged driving, too. The bottom line is that impairment of any kind while driving is illegal, and we urge our drivers to make the right choice before they hit the roads.”

**[Local Law Enforcement Organization]** and NHTSA are reminding citizens of the many resources available to get them home safely. “It is essential to plan a sober ride home before you ever leave for the party. That’s why, during the December holidays, we will make zero exceptions for drunk driving. There are just no excuses,” said **[Local Law Enforcement Leader]**.

**Party with a Plan**

First and foremost: Plan ahead. Be honest with yourself: You know whether you’ll attend a party. If you plan to drink, plan for a sober driver to take you home. Is it your turn to be the designated driver? Take that role seriously—your friends are relying on you. Remember that it is never okay to drink and drive. Even if you’ve had only one alcoholic beverage, designate a sober driver or plan to use public transportation or a ride service to get home safely.

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* 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 Apple’s iTunes Store 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.

During the holidays, and every day, please remember that drunk driving isn’t only illegal, it’s deadly. For more information about the *Drive Sober or Get Pulled Over* campaign, visit [www.TrafficSafetyMarketing.gov](http://www.TrafficSafetyMarketing.gov).