**2018 DRUNK-DRIVING AWARENESS**

**ENFORCEMENT CAMPAIGN**

**SAMPLE NEWS RELEASE**

**FOR IMMEDIATE RELEASE: [Date]**

**CONTACT: [Name, Phone Number, E-mail]**

**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.**

**This Labor Day, and Every Day: *Ride Sober or Get Pulled Over***

**[City, State]—**Each year, the Labor Day holiday marks the official end of summer in the United States. Celebrated with pool parties and backyard barbecues, Labor Day is a break in the year that allows family and friends a chance to come together to celebrate the work we do that keeps this country moving forward. Unfortunately, as the parties wind down, drunk drivers take to the streets—motorcyclists, too. This year, **[Local Law Enforcement Organization]** is partnering with the National Highway Traffic Safety Administration (NHTSA) to stop drunk motorcyclists and drunk drivers to help save lives. The high-visibility national enforcement campaign, *Ride Sober or Get Pulled Over*, runs from August 17 through September 3, 2018. During this period, local law enforcement will show zero tolerance for drunk riding. Increased state and national messages about the dangers of riding impaired, coupled with enforcement and increased officers on the road, aim to drastically reduce drunk riding on our nation’s roadways.

According to NHTSA, in 2016, there were 5,286 motorcyclists killed in motor vehicle traffic crashes—a 5.1-percent increase from the 5,029 motorcyclists killed in 2015. There were an estimated 88,000 motorcyclists injured during 2015, a 3-percent decrease from the 92,000 motorcyclists injured in 2014. Although the injuries far outweigh the fatalities, there is no way to know the extent of the damage, both physical and psychological. Even though motorcycles account for only about 3 percent of registered vehicles on the road, motorcycle riders are dramatically overrepresented in fatal crashes, especially those involving alcohol.

“Each year, we see a number of alcohol-induced motorcycle fatalities during the Labor Day holiday weekend,” said **[Local Law Enforcement Organization].** “Motorcycles require specific training and skill. When you add alcohol to the mix, aside from just being against the law, you increase the risky nature of bikes. We want our community’s motorists to have a safe and happy holiday, so we’re reminding everyone: *Ride Sober or Get Pulled Over*. If you are caught drinking and riding, you will be pulled over and arrested.”

Sadly, the more that motorcyclists drink, the less likely they are to wear their helmets. In 2016, the reported helmet use rate for alcohol-impaired motorcycle riders killed in traffic crashes was 50 percent, as compared to 65 percent for those with no alcohol consumed.

“The numbers speak for themselves; we have a problem with motorcyclists drinking and riding,” said **[Local Law Enforcement Official]**.“Doing so not only puts yourself at risk, but it also puts others on the road at risk, including your passenger. Motorcycles do not have seat belts. There are no walls, and no air bags. There is nothing between you and the road, or you and another vehicle. If you are drinking, we will see you, stop you, arrest you, and impound your motorcycle. One way or another, we will put a stop to drunk riding.”

**[Local Law Enforcement Organization]** and NHTSA are reminding citizens of the many resources available to get them home safely. “Drunk riding is not acceptable behavior,” said **[Local Law Enforcement Leader]**. “There are too many tools for you to use to get home safely. It is essential to plan a sober ride home before you ever leave for the party. That’s why, during the Labor Day holiday, we will make zero exceptions for drunk riding. There are just no excuses,” **[he/she]** said.

**[Local Law Enforcement Organization]** recommends these safe alternatives to drinking and motorcycle riding:

* Remember that it is never okay to drink and ride. Even if you’ve had only 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 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 ride? Take the keys away and make arrangements to get your friend home safely.

For more information about the *Ride Sober or Get Pulled Over* campaign, visit [www.TrafficSafetyMarketing.gov](https://www.TrafficSafetyMarketing.gov).