**2019 IF YOU FEEL DIFFERENT, YOU DRIVE DIFFERENT**

**ENFORCEMENT CAMPAIGN**

**SAMPLE POST-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.

**[Local Law Enforcement Organization] Arrested [##]**

**Drug-Impaired Drivers**

**During the *Drive High, Get a DUI.* Campaign**

**[City, State] — [Law Enforcement Organization]** partnered with the U.S. Department of Transportation’s National Highway Traffic Safety Administration for the national *If You Feel Different, You Drive Different. Drive High, Get a DUI.* Labor Day weekend drug-impaired-driving enforcement campaign.From August 14-September 2, local law enforcement showed zero tolerance for impaired driving, arresting **[XX]** offenders for the deadly crime.

“Drug-impaired driving is an increasing problem on our nation’s roads, and the national *If You Feel Different* enforcement campaign allows our law enforcement officers to tackle this issue more directly,” said **[Local Law Enforcement Leader]**. “If you are impaired by any substance, do not get behind the wheel of a vehicle. Remember: *If You Feel Different, You Drive Different. Drive High, Get a DUI.*,” **[he/she said]**.

The **[Law Enforcement Organization]** ramped up its usual enforcement efforts, adding **[insert number of local checkpoints and/or additional units if applicable]**. **[Local Area Leadership]** said that by removing **[XX]** drug-impaired drivers from the roads, many lives were likely saved.

According to NHTSA, in 2016, 42% of the drivers killed in fatal crashes who were tested, tested positive for drugs. This is why it’s so important we spread this lifesaving message: *If You Feel Different, You Drive Different. Drive High, Get a DUI.* It doesn’t matter what term you use: If a person is feeling a little high, buzzed, stoned, wasted, or drunk, he or she is impaired and should never get behind the wheel. Think driving while high won’t affect you? You’re wrong. It has been proven that Tetrahydrocannabinol (THC) — the chemical responsible for most of marijuana’s psychoactive effects — slows reaction times, impairs cognitive performance, and makes it more difficult for drivers to keep a steady position in their lane. This is a deadly combination.

For more information about the *If You Feel Different, You Drive Different. Drive High, Get a DUI.* campaign, visit <https://www.trafficsafetymarketing.gov/get-materials/drug-impaired-driving/drive-high-get-dui>.