**2019 DRIVE SOBER OR GET PULLED OVER**

**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 [##] Drunk Drivers**

**During *Drive Sober or Get Pulled Over* Campaign**

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

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]** drunk drivers from the roads, many lives were likely saved.

“Every day, we work to spread the word about the dangers of drunk driving, and the national *Drive Sober or Get Pulled Over* campaign helps our law enforcement officers better address this problem head on,” said **[Local Law Enforcement Leader]**. “If you feel impaired by any substance, do not get behind the wheel of a vehicle,” **[he/she said]**.

During the 2017 Labor Day holiday period (6 p.m. September 1– 5:59 a.m. September 5), there were 376 crash fatalities nationwide. Forty-four percent of those fatalities involved drivers who had been drinking (.01+ BAC). More than one-third (36%) of the fatalities involved drivers who were drunk (.08+ BAC), and more than one-fourth (26%) involved drivers who were driving with a BAC almost twice the legal limit (.15+ BAC). Age is a particularly risky factor: Among the drivers between the ages of 18 and 34 who were killed in crashes over the Labor Day holiday period in 2017, 42% of those drivers were drunk, with BACs of .08 or higher.

“We encourage partygoers to make a plan before they head out to their festivities, so that they may avoid driving drunk at all costs,” said **[Local Leader]**. “Remember: It is never okay to drink and drive. Even one drink can be one drink too many. Drinking and driving is a choice; one you should never make.”

For more information about the *Drive Sober or Get Pulled Over* campaign, visit <https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/national-mobilization/peak-enforcement-kit>.