### 2019 *DRIVE SOBER OR GET PULLED OVER*

## Products for Enforcement Action Kit: Mobile Messaging

1. The U.S. Department of Transportation’s National Highway Traffic Safety Administration is joining forces with law enforcement nationwide for the 2019 Labor Day *Drive Sober or Get Pulled Over* high-visibility enforcement campaign, which runs from August 14 through September 2, 2019.
2. The *Drive Sober or Get Pulled Over* enforcement campaign coincides with the 2019 Labor Day holiday weekend, which is a deadly time of year in terms of drunk-driving fatalities. In fact, during the 2017 Labor Day holiday, 36% of fatalities in traffic crashes involved a drunk driver.
3. Drug-impaired driving is also a major issue on today’s roads. Law enforcement wants to remind drivers that any form of impaired driving is illegal. Remember: *If You Feel Different, You Drive Different. Drive High, Get a DUI.*
4. In 2017, there were 10,874 people killed in drunk-driving crashes, nearly one-third of all vehicle crash fatalities. This Labor Day, and every day, spread the lifesaving message: *Drive Sober or Get Pulled Over*.
5. Need a safe ride home from this year’s Labor Day holiday celebration? Plan ahead: Designate a sober driver or line up public transportation. Remember to always *Drive Sober or Get Pulled Over*.
6. On average, a DUI can set you back $10,000 in attorney’s fees, fines, court costs, lost time at work, higher insurance rates, car towing, and more. Don’t let this Labor Day end in disaster: *Drive Sober or Get Pulled Over*.