**2018 ST. PATRICK’S DAY BUZZED DRIVING IS DRUNK DRIVING**

**SAMPLE POST-CAMPAIGN NEWS RELEASE**

FOR IMMEDIATE RELEASE: [Date]

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

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**Buzzed Driving Is Drunk Driving campaign a success this St. Paddy’s Day**

**[Local Community]** officials joined forces with community law enforcement officers and the National Highway Traffic Safety Administration (NHTSA) to help stop drunk driving on the roads during the St. Patrick’s Day holiday weekend. **[Local Law Enforcement]** arrested [XX] drunk drivers who made the deadly and illegal choice to drink and drive during this year’s *Buzzed Driving Is Drunk Driving* awareness campaign.

“Because of the efforts of our community leaders to spread the word about drunk driving, the streets were a little safer during the St. Paddy’s Day holiday,” said **[Local Official]**. “By removing **[XX]** drunk drivers from the roads, many lives were likely saved. But the most important thing is that we got the message out about the dangers of drunk driving. That’s the mark of a successful campaign,” **[he/she]** said.

Tragically, in 2016, more than a quarter of all traffic fatalities involved drunk drivers, accounting for more than 10,000 fatalities. These numbers are too high, which is why the St. Patrick’s Day awareness campaign provides a great reminder to drivers: Buzzed Driving Is Drunk Driving. Many people have an idea of how “high” their alcohol tolerance level is. But make no mistake: Oftentimes, even one drink is one drink too many for those driving home. If you think you may be out drinking, and may be faced with the choice of driving home, always choose to designate a sober driver. Make your party plan before you ever leave the house.

“St. Patrick’s Day should be a weekend of merry-making, not devastation,” said **[Local Official].** “We are proud of our community members for choosing safe driving habits and for making the right choice to not drink and drive. Most importantly, we’ll continue to spread the life-saving message all year long: *Buzzed Driving Is Drunk Driving*.”