



**Susana Martinez**  
Governor

**Tom Church**  
Cabinet Secretary

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Press Release

## **Governor Susana Martinez Unveils Ad Campaign to End DWI** *Campaign Raises Awareness About Dangers & Consequences of Driving Drunk*

**Albuquerque, NM** – Today, Governor Susana Martinez unveiled an ad campaign that raises awareness about the dangers and consequences of drunk driving. The Governor also kicked off 100 Days and Nights of Summer, a statewide law enforcement effort that puts more police officers on the roads to target drunk drivers.

“Drunk driving has a devastating impact on New Mexico’s families, and we should do everything we can to stop it,” said Governor Martinez. “That means tougher penalties, cracking down on DWI in every corner of our state, and letting New Mexicans know about the consequences.”

Governor Martinez added, “Our message is clear: If you drink and drive, you pay the price.”

In addition, the ad campaign raises awareness about the dangers and consequences of texting while driving, distracted driving, and refusing to wear a seatbelt.

The theme of this year’s 100 Days and Nights of Summer campaign is “What’s the worst that can happen?” Today’s announcement was held at Presbyterian Hospital where doctors and nurses see firsthand the worst that happens when drivers make poor decisions.

Today through Sept. 30, drivers will see more DWI checkpoints, saturation patrols, and more officers on the road.

“When you’re the driver, your only responsibility is to keep your eyes on the road, hands on the wheel, and concentration on the task of driving. No one’s lives – neither your passengers nor any other road users – are worth a phone call or text,” said New Mexico Department of Transportation Cabinet Secretary Tom Church.

During last year’s campaign, New Mexico law enforcement officers made 74 DWI arrests, issued 1,936 seat belt citations, 689 child restraint citations, 12,712 speeding citations, 455 cell phone citations and made 33 felony arrests.

Governor Martinez has repeatedly fought for tougher DWI penalties. Just this year, she called on lawmakers to crack down on repeat offenders and increase penalties for those who recklessly toss the keys to someone whose license has been suspended due to a DWI conviction. While the Legislature has failed to act on these and many other proposals, the Governor will continue her fight to make New Mexico’s roads safer from drunken drivers.

To view the new ENDWI ads click here: [www.endwi.com](http://www.endwi.com)

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