



Susana Martinez
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Governor Susana Martinez Unveils New Ad to Combat DWI in New Mexico

Santa Fe, NM – Today, Governor Susana Martinez unveiled a new TV ad to combat drunk driving in New Mexico urging the viewer to “never drink and drive.” The Governor also reminded New Mexicans to be responsible as they attend Super Bowl parties this weekend.

“The time to ENDWI is now. Everyone must make the responsible decision not to get behind the wheel drunk,” said Governor Martinez. “The consequences of DWI are destroying families and lives.”

The new ad is available online [here](#). It features several people including a law enforcement officer, paramedic, child, and grandmother urging the viewer not to drive drunk under any circumstance. The ad will play beginning Feb. 4 - 25.

The Governor also encouraged every New Mexican to be responsible this weekend as they celebrate Super Bowl Sunday. Rather than get behind the wheel after drinking, New Mexicans should use a rideshare, call a taxi, stay at their friend’s house, designate a driver, or choose not to drink.

“There is no excuse for driving drunk – it’s 100 percent preventable,” said NMDOT Cabinet Secretary Tom Church. “When one person makes the reckless decision to get behind the wheel after drinking, they put everyone on the road in danger.”

Governor Martinez has made fighting DWI a priority in her administration. In 2016, the Governor enacted legislation that increased penalties against drunk drivers to some of the toughest in the region. The administration has also launched a campaign aimed to stop servers and establishments from over-serving alcohol. In addition to the crackdown on DWI offender absconders, Governor Martinez also announced a court monitoring program that placed citizens inside courtrooms in six counties to shed light on how DWI cases are handled.

Additionally, NMDOT’s ENDWI campaign was recently voted in the top 5 for ‘Best Local TV Commercial’ in *Albuquerque the Magazine’s* Best of the City competition.

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