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NMDOT Unveils New ENDWI Campaign

FOR IMMEDIATE RELEASE

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PRESS EVENT

FRIDAY, JUNE 21ST • 3:00PM
NMDOT DISTRICT 3 AUDITORIUM
7500 PAN AMERICAN FREEWAY
ALBUQUERQUE, NM 87109

ALBUQUERQUE – The New Mexico Department of Transportation (NMDOT) continues to work tirelessly to stop drunk driving. NMDOT’s ENDWI campaign was created in 2012 to help reduce the number of drunk driving-related crashes and fatalities by promoting designated drivers, safe rides and responsible consumption with the goal of ending drunk driving in New Mexico.

According to NMDOT’s Traffic Safety Division, in 2018, 113 people were killed in alcohol-related crashes in New Mexico. While this is a 23 percent reduction in alcohol involved fatalities compared to 2017, there is still a lot of work to do.

NMDOT is releasing a new, summer ENDWI campaign focusing on emulating generational behaviors. The commercial spots are called “Like Father, Like Son.” According to the latest finding from a 2017 Youth Risk and Resiliency Survey, New Mexico teens are at a greater risk of drinking and driving compared to the rest of the United States.

- NM high school students were more likely to initiate alcohol use before age 13 than US students (20.7 percent vs. 15 percent)
- NM high school students were more likely to report they rode in car with a drunk driver than US students (20.4 percent vs 16.5 percent)

“By reaching out, being proactive and spreading the message, I firmly believe we will see a continued decrease in the rates of alcohol-involved crashes, injuries and deaths,” Gov. Michelle Lujan Grisham said. “I ask all New Mexicans to look out for one another, look out for family members and friends, even strangers — encourage alternative means of transportation and make sure your loved ones don’t endanger themselves and others on the road.”

“We can’t do this alone,” said NMDOT Cabinet Secretary Mike Sandoval. “Law enforcement and DWI prevention teams are essential in the collective mission to ENDWI, but the key is to reach every current and future driver and instill responsible behavior.”

The media is invited to attend a news conference on Friday, June 21st at 3:00 p.m. inside the NMDOT District 3 auditorium at 7500 Pan American Freeway in Albuquerque.

A screening of the new ENDWI campaign will be unveiled which will run June 24th to September 2nd. Press packets will be provided with a link to the new ads along with photos. NMDOT’s ENDWI Virtual Reality experience will be set up and law enforcement will have a breath alcohol testing (BAT) mobile on site.

During the news conference, NMDOT and partnering law enforcement agencies will also kick off “100 Days and Nights of Summer.” The campaign, created 10 years ago by the department, encourages law enforcement to conduct checkpoints and saturation patrols during a 100 day period from June 23rd to September 30th this year. According to NMDOT’s Traffic Safety Division, the warmer months tend to yield more drunk driving, speeding and seat belt violations than other months.