**2012 HOLIDAY CRACKDOWN**

**SAMPLE NEWS RELEASE**

*Note: Before filling in the names of your organization and spokespeople, you MUST obtain their permission to use their names in this press release. Also, you must get clearance for the quotes you attribute to them, modifying the quotes as they request.*

**FOR IMMEDIATE RELEASE: [Date]**

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

**[Law Enforcement Organization] Plans Holiday Crackdown**

**To Stop Impaired Driving and Save Lives**

**[CITY, State]** – Holiday party-goers, beware! To help save lives this holiday season, **[Law Enforcement Organization]** is launching a special “Drive Sober or Get Pulled Over” crackdown to stop impaired drivers and to save lives on our roadways.

**[Law Enforcement Organization]** said its **[Officers/Troopers/Deputies]** will be aggressively looking forimpaired drivers and will arrest anyone caught driving impaired. Enforcement efforts will include **[sobriety checkpoints, saturation patrols, etc.]**. The special enforcement crackdown will run from December 12, 2012, through January 1, 2013.

“Lots of folks will be out during this busy holiday season, enjoying themselves and the holiday festivities, and we want everyone to be safe on our roadways.” said **[Law Enforcement Official]**. “That’s why we will be stepping up enforcement to catch and arrest impaired drivers. Please be forewarned. If you are caught drinking and driving impaired, you will be arrested. No warnings. No excuses.”

During 2010, more than 10,000 people were killed nationwide in motor vehicle traffic crashes involving an impaired driver.

The holiday season is a particularly dangerous time. During December 2010, 30 percent of all fatalities in motor vehicle traffic crashes involved alcohol-impaired drivers. Data also shows that among those alcohol-impaired-driving fatalities, 71 percent occurred when drivers had nearly twice the legal limit blood alcohol concentration of .15 grams per deciliter or higher.

“No one ever thinks that their holiday celebration will end in jail, or worse, in a hospital or the morgue,” said **[Law Enforcement Official]**. “But for those who include alcohol in their celebrations and then get behind the wheel, this is often the case.”

It is illegal in all 50 States, the District of Columbia and Puerto Rico to drive with a BAC of .08 or higher. According to **[Law Enforcement Organization]**, violators face jail time, loss of driver license, and steep financial consequences such as higher insurance rates, attorney fees, court costs, lost time at work, and the potential loss of job.

**[Law Enforcement Official]** said there are three simple steps people can take to stay safe and out of trouble:

1. Plan ahead. If you will be drinking, do not plan on driving. Designate a sober driver or find another safe way home. Even one too many drinks increases the risk of a crash while driving a motor vehicle.
2. If you are impaired, find another way home. Use a taxi, call a sober friend or family member, use public transportation or **[insert your local sober ride program specifics here].**
3. Be responsible. If someone you know is drinking, do not let them get behind the wheel. If you see an impaired driver on the road, contact law enforcement. Your actions may save someone’s life, and inaction could cost a life.

“We want everyone to enjoy their holidays, but we also want our roadways to be safe,” said **[Law Enforcement Official]**. “We will be out in force to help save lives, and we are not going to tolerate impaired driving. So remember, ‘Drive Sober or Get Pulled Over.’ We will be watching.”

For more information, visit the “Drive Sober or Get Pulled Over” Campaign Headquarters at [www.nhtsa.gov/drivesober](http://www.nhtsa.gov/drivesober).

**###**