**DRIVE SOBER OR GET PULLED OVER**

**SAMPLE LETTER TO THE EDITOR**

**(XXX Words)**

Dear Editor,

While families throughout **[CITY/TOWN]** are busy with holiday preparations and celebrations, **[Local Law Enforcement Organization]** is also busy planning an intensive “Drive Sober or Get Pulled Over” crackdown to help make our roadways safer.

Impaired driving kills thousands each year. In fact, 32,885 people were killed nationwide in motor vehicle traffic crashes during 2010, and 31 percent (10,228) of those fatalities involved an impaired driver. The holiday season is particularly dangerous due to an increase in impaired driving fatalities.

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 of blood alcohol concentration of .15 grams per deciliter or higher. This cannot and will not be tolerated.

That’s why [**Law Enforcement Organization**] is joining with other law enforcement agencies across the nation to crackdown on impaired driving during a special “Drive Sober or Get Pulled Over” campaign, December 12, 2012, through January 1, 2013.

While many like to partake in holiday celebrations, the results can be deadly serious. Never get behind the wheel if you have been drinking, because if you are stopped while driving impaired, you will be arrested. No warnings. No excuses.

Think before you drink. The consequences are real. Not only do you face jail time, loss of your driver’s license, and numerous financial consequences—such as attorney fees, higher insurance rates, court costs, lost time at work and the potential loss of your job—you could injure or kill yourself or someone else.

Remember, we will be watching. “Drive Sober or Get Pulled Over.”

Sincerely,

**[Name, address and phone number]**

**(The newspaper must have these to verify the identity of the sender, but won’t print the street address or phone number.)**

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