



**2023 WINTER HOLIDAY SEASON DRIVE SOBER OR GET PULLED OVER
ENFORCEMENT CAMPAIGN
SAMPLE POST-NEWS RELEASE**

**FOR IMMEDIATE RELEASE: [Date]
CONTACT: [Name, Phone Number, Email]**

Note: Before filling in the names of the organization and organization spokesperson, you MUST contact them for permission to use their names in this press release. Also, you must get their approval for the language of their quotations, and any changes or additions they may require. Only after this is done should you issue the press release.

**[Local Law Enforcement Organization] Arrested [##] Drunk Drivers
During the 2023 WINTER DRIVE SOBER OR GET PULLED OVER Campaign**

[City, Nebraska] — [Law Enforcement Organization] partnered with the U.S. Department of Transportation's National Highway Traffic Safety Administration for the 2023 *WINTER HOLIDAY SEASON DRIVE SOBER OR GET PULLED OVER* drunk-driving enforcement campaign. From December 15, 2023 through January 1, 2024, local law enforcement showed zero tolerance for impaired driving, arresting [XX] offenders for the deadly crime.

The [Law Enforcement Organization] ramped up its usual enforcement efforts, adding [insert number of local checkpoints and/or additional units if applicable]. [Local Area Leadership] said that by removing [XX] drunk drivers from the roads, many lives were likely saved.

"We can't stress this enough: Drunk driving is deadly, illegal behavior, and it puts the driver, his or her passengers, and other road users at terrible risk," said [Local Law Enforcement Leader]. "The *Drive Sober or Get Pulled Over* campaign helps our law enforcement officers better address this problem head on. If you feel impaired by any substance, do not get behind the wheel of a vehicle," [he/she said].

Tragically, December can be a dangerous time for people on the roads. During the 2017-2021 December months, there were more than 4,500 people killed in alcohol-impaired-driving crashes. In December 2021 alone, 1,013 people died in alcohol-impaired-driving crashes. Male drivers are far more likely to be impacted by drunk driving: In December 2021, drunk male drivers were involved in fatal crashes at a much higher rate (721) compared to female drivers (208), male drivers were almost four times more likely (721) to be alcohol-impaired and involved in a fatal traffic crash than females (208) in December 2021. More parties and festivities celebrating the season brings out more drunk drivers.



“We encourage partygoers to always make a plan before they head out to their festivities, so that they may avoid driving drunk at all costs,” said **[Local Leader]**. “Remember: It is never okay to drink and drive. Even one drink can be one drink too many. Drinking and driving is a choice; one you should never make.”

For more information about the *2023 Winter Holiday Season Drive Sober or Get Pulled Over* campaign,

visit <https://www.trafficsafetymarketing.gov/get-materials/drun-driving/drive-sober-or-get-pulled-over/holiday-season>.