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FOR IMMEDIATE RELEASE

NEW ADS SHOW DRUNK DRIVING CONVICTION CAN BE A REAL DRAG ***Campaign forewarns of statewide drunk driving crackdown***

As Michigan prepares to embark upon a statewide, end-of-summer crackdown on drunk drivers, new TV and radio ads highlight how a drunk driving conviction can follow a person for a long time. The federally funded ads, aimed specifically at young men, are part of a comprehensive advertising campaign that begins next week.

The TV spot features a young man convicted of drunk driving and how the DUI literally follows him around in his daily life. The man, chained to a keg representing the arrest, drags the DUI along with him as he walks through town because he no longer has a license. He then discovers he has insufficient funds in his bank account when he goes to make a withdrawal because of the costly arrest.

The advertising blitz, sponsored by the Michigan Office of Highway Safety Planning (OHSP), warns motorists that the *Drunk Driving. Over the Limit. Under Arrest.* statewide crackdown starts Aug. 21 and runs through Sept. 7. The TV ad will run Wednesday through Sunday for three weeks on television and cable stations in the Detroit, Flint, Grand Rapids and Lansing media markets.

"A drunk driving arrest doesn't end with a night in jail," OHSP Director Michael L. Prince said. "Convicted drunk drivers can lose their license and sometimes their jobs and spend several thousand dollars in fines and fees."

With safety belt use at a record high, drunk driving has become the top priority for OHSP in 2009 and beyond. Between 2003 and 2008, 2,168 people were killed and 8,914 seriously injured in alcohol-involved crashes resulting in an economic cost to the state of more than \$12.3 billion.

Ads also will appear on sports and video gaming Web sites such as FoxSports.com, NFL.com, GameSpot.com and XBOX.com, all popular with men ages 21 to 34, the group most likely to drive drunk. Theater advertising and radio sports will be seen and heard across the state, while in Detroit and Grand Rapids, projection ads will be displayed on the sides of downtown buildings at night to serve as additional reminders.

Advertising concepts were developed based on focus group findings that indicate men ages 21 to 34 are most concerned with the monetary consequences of a drunk driving arrest and conviction. No state general fund money is being used to support this effort. Federal traffic safety dollars are funding the ad campaign.

The "keg and chain" ad can be viewed at www.youtube.com/ohsp.