



**AUGUST 2020 DRIVE SOBER OR GET PULLED OVER CAMPAIGN
SAMPLE NEWS RELEASE**

FOR IMMEDIATE RELEASE: [Date]

CONTACT: [Name, Phone Number, Email]

REMEMBER TO CELEBRATE SAFELY AS SUMMER ENDS:

DRIVE SOBER OR GET PULLED OVER

[City, State] – Before and during the Labor Day weekend, law enforcement in [local area] is participating in the *Drive Sober or Get Pulled Over* campaign. To help protect the lives of local residents there will be increased patrols on area roads from August 14 to September 7 with zero tolerance for those who drive impaired.

During the 2019 Labor Day holiday in Michigan, 10 people lost their lives in traffic crashes. Throughout 2019, there were 9,787 alcohol-involved crashes in Michigan with 295 alcohol-involved fatalities statewide.

“Drunk driving is deadly and illegal,” said [Local Law Enforcement Official]. “It is never acceptable to get behind the wheel of a vehicle after you’ve been drinking. Doing so endangers you, your passengers, and everyone on the road with you. If you’re attending Labor Day weekend parties or other celebrations to mark the end of summer, always drive sober.”

Celebrate with a Plan

[Local Law Enforcement Official] and NHTSA urge drivers to designate a sober driver before heading out for the day. If you plan on drinking, plan on not driving.

[Local Law Enforcement Organization] recommends these safe alternatives to drinking and driving:

- Remember that it is never acceptable to drink and drive. Even if you’ve had only one alcoholic beverage, designate a sober driver or plan to use public transportation or a ride-sharing service to get home safely.
- If you see a drunk driver on the road, contact [Local Law Enforcement].
- Do you have a friend who is about to drink and drive? Take the keys away and make arrangements to get your friend home safely.

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