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**News**

Friday, August 11, 2006

Contact: Ellen Martin  
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***MEDIA ADVISORY***

**NHTSA & Partners to Announce Tough New Approach to Drunk Driving;  
Massive Ad Blitz & Enforcement Crackdown Target Male Drivers 21-34;  
*NHTSA to also Announce Final 2005 Statistics on Alcohol-Related Fatalities,  
Including State and County Data***

On Wednesday, August 16 at 10 a.m., Acting U.S. Secretary of Transportation Maria Cino, will lead a press conference at the Montgomery County Police and Fire Training Academy in Rockville, MD. She will be joined by Administrator Nicole Nason, of the National Highway Traffic Safety Administration; Deputy Attorney General Paul J. McNulty; and top officials of three NHTSA advocacy organizations: The International Association of Chiefs of Police; the Governors Highway Safety Association; and MADD. They will announce an aggressive new national enforcement crackdown on impaired drivers: *Drunk Driving. Over the Limit. Under Arrest.* To underscore the severity of the problem, NHTSA will also release final 2005 statistics on alcohol-related fatalities, including state-by-state statistics and data on counties in the metropolitan Washington, DC area.

- WHO:** U.S. Acting Transportation Secretary Maria Cino  
U.S. Deputy Attorney General Paul J. McNulty  
NHTSA Administrator Nicole Nason  
Governors Highway Safety Association Chairman Lt. Col. Jim Champagne  
International Association of Chiefs of Police—Senior Official  
MADD President Glynn R. Birch
- WHAT:** News Conference on New National High Visibility Enforcement  
Crackdown to Combat Drunk Driving
- WHEN:** Wednesday, August 16, 2006  
10 a.m.\*
- WHERE:** Montgomery County Police and Fire Training Academy  
9710 Great Seneca Highway, Rockville, Maryland
- RSVP:** If possible, media please RSVP to Ellen Martin: 202-366-9550

\*EDITOR'S NOTES: Media should arrive by 9:45 a.m. This will be a visually stunning event. After the event, individual interviews will be available with key officials of NHTSA, GHSA, IACP, and MADD. There will be a demonstration of a standardized field sobriety test on an impaired person. In addition, please note that DVDs with the new TV and radio ads, (in English and Spanish), as well as B-roll of sobriety checkpoints, will be available to reporters and producers at the news conference.