

**JULY 4th PLANNER
SOCIAL NORMING VERSION
SAMPLE NEWS RELEASE**



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FOR IMMEDIATE RELEASE: [Date]
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Buzzed Driving is Drunk Driving
Don't Let This Fourth of July Blow Up in Your Face!

[City, State]— In 2005, 280 people were killed in crashes across America during the Fourth of July holiday period involving a driver or motorcycle operator with a blood alcohol concentration (BAC) of .01 or above. Of those, 245 fatalities involved a driver or motorcycle operator with a BAC level of .08 or higher.

That's why **[Local Leader/Organization]** announced today they will be joining with other highway safety, community health and law enforcement officials to remind all Fourth of July party-goers that *Buzzed Driving Is Drunk Driving* and to designate a sober driver before the celebrations begin.

“In 2005, the Fourth of July holiday period was the deadliest holiday period of the year—due to impaired driving,” said **[Local Official]**. “Too many people still don't understand that alcohol, drugs and driving just don't mix. Impaired driving is no accident—nor is it a victimless crime. Too many lives are being lost and we need everyone's help to stop it.”

Drunk driving is one of America's deadliest problems. Nearly 13,000 people died in highway crashes involving a driver or motorcycle operator with a BAC of .08 or higher in 2005.

Alcohol plays a big role in motorcycle fatalities too—affecting those skills most essential to operating a motorcycle—balance and coordination. In 2005, 41 percent of the 1,878 motorcycle operators who died in single-vehicle crashes had BAC levels of .08 or higher.

[Local Leader] said much of the tragedy from drunk driving can be prevented with a few simple precautions before going out to celebrate:

- Plan ahead: Whenever you plan on consuming alcohol, designate your sober driver before going out and give that person your keys;
- If you're impaired, call a taxi, use mass transit or call a sober friend or family member to get you home safely;

- Use your community's Sober Rides program [**insert your local Sober Rides specifics here**];
- Promptly report drunk drivers you see on the roadways to law enforcement;
- And remember, *Friends Don't Let Friends Drive Drunk*. If you know someone who is about to drive or ride while impaired, take their keys and help them make other arrangements to get to where they are going safely.

Driving impaired is simply not worth the risk. The consequences are serious and real. Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for driving while impaired can be significant. Violators often face jail time, the loss of their driver's license, higher insurance rates, and dozens of other unanticipated expenses.

“It's obvious to recognize someone who's had way too much to drink to drive safely. But what about those who have had just a few too many?” said [**Local Official**]. “You don't have to be ‘falling down drunk’ to be a threat to yourself and others on the road.”

Don't let this Fourth of July blow up in your face. Remember, *Buzzed Driving Is Drunk Driving*. Designate your sober driver before the parties begin.

For more information, please visit www.StopImpairedDriving.org.