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**YOUR AGENCY’S LETTERHEAD**

**Date: December \_\_\_, 2023**

**For more information contact: [Spokesperson’s name and phone number]**

**[Your agency] commits to Drive Sober or Get Pulled Over holiday campaign**

The **[Your agency]** is stepping up enforcement to get impaired drivers off the roads this holiday season. Starting December 15 through New Year’s Day, **[Your agency]** joins law enforcement agencies across Wisconsin and the nation for the annual Drive Sober or Get Pulled Over holiday enforcement campaign.

The campaign takes place over the holidays to prevent impaired driving crashes and ensure everyone can celebrate safely. During the last holiday season, there were 470 crashes across the state that involved an impaired driver. **[Consider adding local statistics]**

“We are not just focused on stopping or arresting drivers. Our goal is to save lives,” **[your agency’s leader]** said. “Someone is killed or injured in an impaired driving crash about every two hours in Wisconsin. We must put an end to these preventable tragedies so everyone can make it home for the holidays.”

Alcohol and drugs can have a significant impact on a driver’s focus and ability to maintain control behind the wheel. Last year in Wisconsin, there were 6,230 alcohol-related crashes that killed 155 people. Alcohol contributed to more than a quarter of all traffic fatalities.

Wisconsin officers have special training to help combat impaired driving, including:

* Nearly 7,000 police officers trained in Advanced Roadside Impaired Driving Enforcement to help detect and remove impaired drivers from the roads
* Almost 400 highly trained Drug Recognition Experts, among the most in the nation
* [29 multi-jurisdictional high-visibility OWI task forces](https://wisconsindot.gov/Documents/safety/enforcement/agencies/WisconsinOWITaskForces.pdf) operating around the state

Everyone can help with this effort:

* If you plan to celebrate, identify a sober designated driver, or find a safe ride home. Never allow someone who is impaired to get behind the wheel.
* If you suspect a driver is impaired call 911. Provide as much detail as possible on the driver, vehicle, and location.
* Some bars and restaurants have programs to provide patrons a [safe ride home](https://tlw.org/saferide/).
* Buckle up and put your phone down. Every trip, every time.

“Preventing impaired driving is so simple, but it requires a commitment from everyone in Wisconsin. Help us keep you, your friends and your family safe this holiday season. Talk with your loved ones about getting home safely and always drive sober,” **[your agency’s leader]** said.

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