**YOUR AGENCY’S LETTERHEAD**

**Date: December \_\_\_, 2024**

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

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

The **[Your agency]** is joining law enforcement agencies across Wisconsin and the nation during the Drive Sober or Get Pulled Over campaign from Wednesday, December 11 through New Year’s Day. The national campaign focuses on preventing tragedies during the holiday season by stepping up law enforcement patrols to get impaired drivers off the roads.

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]**

“Someone is killed or injured in an impaired driving crash about every two hours in Wisconsin. These tragedies are preventable,” **[your agency’s leader]** said. “We are working alongside agencies across the state to keep our roads safe, but we need motorists to make responsible choices. Plan ahead if you are going to celebrate this holiday season, and don’t get behind the wheel if you are impaired.”

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 5,976 alcohol-related crashes that killed 159 people. Alcohol contributed to more than a quarter of all traffic fatalities.

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

* Over 7,500 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
* 30 multi-jurisdictional high-visibility OWI task forces 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.

“We need everyone to commit to safe driving to prevent crashes on our roads. 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.

###