



OFFICE OF THE GOVERNOR

SUSANA MARTINEZ



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Contact: Scott Darnell
(505) 819-1398
scott.darnell@state.nm.us

**GOVERNOR SUSANA MARTINEZ UNVEILS NEW "ENDWI"
SMARTPHONE APP**
Governor, Mayor and Police Urge Safety Ahead of Fiesta de Santa Fe

SANTA FE – Today, Governor Susana Martinez joined Santa Fe Mayor David Coss, state and local law enforcement officials, the Department of Transportation, Safer New Mexico Now, and Mothers Against Drunk Driving to unveil the state's new "ENDWI" smartphone application and provide an update on the recently-completed superblitz as part of the "100 Days and Nights of Summer" DWI enforcement effort.

The new "ENDWI" smartphone application, which is available for free starting today on all Android smartphones provides a number of features that New Mexicans can use to help them drink more responsibly and keep our streets safe. The app will also soon be available for iPhone users. Users of the application can do the following:

- Create a designated driver list of family members and friends who can be contacted quickly in the event that someone has had too much to drink
- Instantly locate the nearest cab company and call them without having to search for a phone number
- Report someone who is driving erratically by using the one-touch #DWI reporting feature
- Explore their reaction time and other response functions through two application games
- Use the app as an electronic blood alcohol content (BAC) guide, where the number and type of drinks a person has consumed is entered into the app and an estimated BAC is provided

"This new smartphone application is just one more tool that we can all use to report DWI, increase our awareness of the intoxicating effects of alcohol, and help those around us find a safe ride home," said Governor Martinez.

Earlier this year, Governor Martinez announced the results of a DOT study that showed nearly 60% of all DWI fatalities on New Mexico roads in 2011 involved repeat DWI



offenders. This is up from roughly 30% in 2006, 35% in 2009 and 47% in 2010.

“Battling repeat DWI offenders is a critical and urgent problem facing New Mexico,” Governor Martinez added. “In order to move the number of DWI fatalities in New Mexico toward zero, it’s going to take the work of all of us – from proper highway planning and law enforcement efforts to tougher sentencing and stronger legislation. And ultimately, every citizen needs to be vigilant and uncompromising when it comes to keeping those who have been drinking off our roads and unable to harm our families.”

In preparation of the upcoming Fiesta de Santa Fe, Governor Martinez and Mayor Coss also urged residents of northern New Mexico to keep themselves and their families safe throughout the festivities by drinking responsibly.

“The Fiesta de Santa Fe is a wonderful historic and cultural tradition in northern New Mexico,” continued Governor Martinez. “I urge New Mexicans and those visiting our state to enjoy themselves and their time with others, but above all else, I want everyone to remember that the responsibility to keep our loved ones safe and prevent DWI is shared by all of us.”

At today’s announcement, the Department of Transportation also provided an update on the recently-completed superblitz as part of the “100 Days and Nights of Summer” DWI enforcement effort. Law Enforcement across New Mexico conducted numerous DWI Checkpoints and Saturation Patrols seeking out drunk drivers and taking them off our roads. So far, during the 2012 100 days and nights of summer campaign and the launch of the State’s new ENDWI campaign on June 21st, there have been preliminarily 17 DWI related fatalities compared to 38 DWI related fatalities over the same time period in 2011.

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