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Transportation Department Unveils Campaign to Highlight Dangers of Over-serving Alcohol

Santa Fe, NM – Today, the New Mexico Department of Transportation unveiled a campaign that highlights the dangers of over-serving alcohol – for both patrons and bartenders. The campaign, called Buzzkill, includes ads emphasizing that it is a server’s duty to cut off drunk patrons. It also includes a video that will help servers and bartenders identify drunk customers – before they get in a vehicle and put innocent lives in danger. The ads and video can be viewed [here](#).

“When bartenders over-serve, they put lives at risk,” said Alcohol and Gaming Division Director Mary Kay Root. “We’ll keep working hand in hand with law enforcement to hold those who over-serve accountable and continue to educate alcohol license holders on safe serving practices.”

Bartenders and servers will be required to watch the video as a part of their alcohol server training. It features bartenders, servers and convenience store workers who underscore the importance of cutting off drunk patrons. The campaign also includes educational materials for establishments to share with their patrons – things like napkins and coasters that also remind New Mexicans of a server’s responsibility to stop pouring when someone has had too much to drink.

It is illegal for an establishment to over-serve anyone – even if they are not driving. In the last year alone, 75 establishments have been cited for over-serving by law enforcement. Multiple state agencies also work together to crack down on establishments that break the law.

“Ending drunk driving should be a priority for everyone, and it starts with the people who serve alcohol,” said NMDOT Secretary Tom Church. “There’s simply no excuse to keep pouring drinks for someone who is already drunk. Cutting them off will save lives.”

Governor Martinez has made fighting DWI a priority in her administration. This is the latest in a series of executive initiatives to combat drunk driving. Other initiatives include an ongoing roundup of DWI fugitives and a court monitoring program to monitor how DWI cases are handled in the courtroom. Additionally, earlier this year Governor Martinez signed legislation that cracks down on the worst DWI repeat offenders and substantially increases penalties for drunk drivers who kill someone on the road. In fact, the new penalty, which went into effect July 1, is one of the toughest in the region.

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