**DRIVE SOBER OR GET PULLED OVER**

**SAMPLE OPED**

**(XXX Words)**

**Don’t End Holiday Celebrations Tragically—Drive Sober or Get Pulled Over**

We all know that drinking and driving don’t mix, yet impaired drivers kill themselves and thousands of innocent victims each year. In fact, during 2010, more than 10,000 people were killed nationwide in motor vehicle traffic crashes involving impaired drivers.

The holiday season is a particularly dangerous time. During December 2010, 30 percent of all fatalities in motor vehicle traffic crashes involved alcohol-impaired drivers. Data also shows that among those alcohol-impaired driving fatalities 71 percent involved drivers who had nearly twice the legal limit blood alcohol concentration of .15 grams per deciliter or higher. This cannot and will not be tolerated.

That’s why [**Law Enforcement Organization**] is joining with other law enforcement agencies across the nation to crack down on impaired driving during a special “Drive Sober or Get Pulled Over” campaign, December 12, 2012, to January 1, 2013.

While many people enjoy holiday celebrations, the results are deadly serious. Never get behind the wheel if you have been drinking. If you are stopped while driving impaired, you will be arrested. No warnings. No excuses.

[**Law Enforcement Organization**] works year-round to make our roadways safer, and this holiday season we will be out in force to stop impaired driving to help save lives in **[STATE/CITY/TOWN/COUNTY]**. Drinking and driving will not be tolerated.

Unless you want to face jail time, loss of your driver’s license, and numerous financial consequences—such as attorney fees, higher insurance rates, court costs, lost time at work and the potential loss of your job—or worse, causing the death of a loved one or innocent victim, never drink and drive impaired.

Think before you drink. Plan alternate transportation if you know you are going to be drinking at a holiday celebration. And if you know someone who has been drinking, do not let that person get behind the wheel. Your actions could save that life or the life of someone else.

We will be watching. “Drive Sober or Get Pulled Over.”

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