**2012 HOLIDAY CRACKDOWN**

**SAMPLE POST NEWS RELEASE**

*Note: Before filling in the names of your organization and spokespeople, you MUST obtain their permission to use their names in this press release. Also, you must get clearance for the quotes you attribute to them, modifying the quotes as they request.*

**FOR IMMEDIATE RELEASE: [Date]**

**CONTACT: [Name, Phone Number, E-mail]**

**[Law Enforcement Organization] Showed Zero Tolerance for Impaired Drivers This Holiday Season**

**[CITY, State]** – As most of us were opening gifts, spending time with family and friends and enjoying the holidays, **[CITY/COUNTY]** law enforcement officers were on the streets cracking down on impaired drivers to make our roadways safer.

The “Drive Sober or Get Pulled Over” campaign resulted in more than **[#]** impaired-driving arrests, **[#]** other significant arrests and **[#]** citations during the special enforcement period, which was held December 12, 2012 through January 1, 2013.

The enforcement blitz was designed to decrease impaired driving fatalities here and nationwide. According to the National Highway Traffic Safety Administration, 32,885 people were killed in motor vehicle traffic crashes during 2010. Thirty-one percent (10,228) of those fatalities occurred in alcohol-impaired-driving crashes.

Nationally in December 2010, there were 2,597 people who lost their lives in motor vehicle traffic crashes. Thirty percent (775) of those fatalities occurred in alcohol-impaired driving crashes.

“Unfortunately, the holidays are a prime time for impaired drivers,” said **[Law Enforcement Official].** “But drinking and driving is a choice, and we wanted to be out in force to show zero tolerance for those that choose to put their lives and the lives of innocent victims on the line.”

The **[Law Enforcement Organization]** reports **[#]** alcohol-impaired driving fatalities in **[STATE/CITY/COUNTY/TOWN]** during the enforcement period, as compared to **[#]** during the same periodlast year.

Driving impaired is illegal in all 50 States, the District of Columbia and Puerto Rico. According to **[Law Enforcement Organization]**, violators face jail time, loss of their driver licenses, and steep financial consequences such as higher insurance rates, attorney fees, court costs, lost time at work, and the potential loss of job.

For more information, visit the “Drive Sober or Get Pulled Over” Campaign Headquarters at [www.nhtsa.gov/drivesober](http://www.nhtsa.gov/drivesober).

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