

Your Agency Logo

FOR IMMEDIATE RELEASE: December #, 2018

CONTACT: [Names, Agency, phone #, email address]

**[YOUR CITY/COUNTY] [Police/Sheriff’s] Department helping keep roadways safe over Christmas/New Year’s holidays**

**[City, Calif.]**—The Christmas and New Year’s holidays are ways to spend time with family and friends ringing in another year, but also a time when people can make poor choices that put themselves and others at risk on the road.

To help spread the message about the dangers of drunk and drugged driving, [Your Police/Sheriff’s] Department is partnering with the California Office of Traffic Safety (OTS) and National Highway Traffic Safety Administration (NHTSA) to get impaired drivers off roads.

During the high-visibility enforcement campaign D*rive Sober or Get Pulled Over*, which runs from Dec. 14-Jan. 1, [Your Police/Sheriff’s] Department will have more officers on the road conducting saturation patrols looking for drivers suspected of driving under the influence of alcohol and/or drugs.

<<<[If applicable]>>> In addition, [Your Police/Sheriff’s Department] will hold a DUI checkpoint [add dates and times] at an undisclosed location within [Your City] limits looking for signs of alcohol and/or drug impairment, as well as checking drivers for proper licensing.

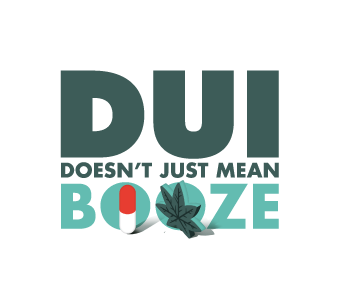
“Whether you are home with family or at the bar, it is important that you find a sober ride home after drinking,” said [Name and Title Police/Sheriff’s Department].”As an adult, it is up to you to make adult decisions and drive sober or use a ride share service. There are no excuses for driving impaired.”

[Your City/County] [Police/Sheriff’s] also reminds drivers that “DUI Doesn’t Just Mean Booze.” Marijuana, prescription drugs and over-the-counter medications can also be impairing, especially in combination with alcohol or other drugs.

During the 2017 Christmas (Dec. 22-25) and New Year’s (Dec. 30-Jan. 2) holiday periods, 25 people were killed and 643 injured on California roads, according to data from the California Highway Patrol (CHP) Statewide Integrated Traffic Records System (SWITRS).

“Drunk driving continues to be a huge problem in this country, and more recently, marijuana and drug-impaired driving,” [Name and Title Police/Sheriff’s Department]. “People are out and about shopping for the holidays and going to or hosting parties, so it is important that everyone acts responsibly behind the wheel.”

<<<If Applicable>>> Funding for impaired driving enforcement operations are provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.



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