******Enter Your Agency Logo**

**FOR IMMEDIATE RELEASE**  Month XX, 2025

Enter First Name, Last Name, Email and Phone Number

**Plan to Keep the Holidays Bright with Safe Drives**

*Choose a sober way to go*

Enter Your City, Calif. – As the holiday season approaches, Enter Agency Name reminds drivers to celebrate responsibly by choosing a sober way to go by using a designated driver, public transit or calling a taxi or rideshare service to get to and from your destination safely. Every day, about 34 people in the United States are killed in drunk-driving crashes — that's one person every 42 minutes.

Delete if not applicable During the pre-holiday season, Dec. 1-9, Enter Agency Name will have additional officers on patrol looking for drivers suspected of driving under the influence of alcohol and/or drugs.

"Our priority is keeping the community safe this holiday season," said Enter Title or Rank, First and Last Name. "If you’re heading out to celebrate, don’t risk it. Plan ahead for a safe drive with a designated driver or by arranging alternative transportation."

Drunk driving continues to be a factor in fatal traffic crashes in the United States, especially during the holidays. During the 2019-2023 December months, there were 4,931 people killed in alcohol-impaired crashes according to the National Highway Traffic Safety Administration. In California, [1,355 people died in alcohol-impaired traffic crashes](https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813713) in 2023.

While drunk driving is a significant traffic safety problem, driving while impaired is not just from alcohol. Prescription drugs, over-the-counter medications, cannabis products and other drugs may also impair. If you plan on drinking or taking medications with a driving warning label, let someone who is sober drive. If you see someone who appears to be driving while impaired, call 9-1-1.

Delete if not applicable Funding for this program is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

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