



NEWS

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Nationwide DUI Crackdown Launches to Prevent Tragedy This Holiday

*New Predictions Show More than 500 People Could be Killed –
“Drunk Driving. Over the Limit. Under Arrest.” Aims to Save Lives*

Sacramento, Calif. – As millions of Americans hit the roads for the holiday season, a nationwide crackdown, *Drunk Driving. Over the Limit. Under Arrest.*, will combine high visibility law enforcement with paid advertising to help save lives and prevent injuries.

With law enforcement officers from around the country ramping up efforts to stop drunk driving, the National Highway Traffic Safety Administration (NHTSA), the Governors Highway Safety Association (GHSA), the International Association of Chiefs of Police (IACP) and Mothers Against Drunk Driving (MADD) announced today that more than 500 people could be killed in motor vehicle crashes from December 18th to 31st involving a driver or motorcycle operator with a BAC of .08 or higher (the illegal limit in all 50 states, Washington, D.C. and Puerto Rico). This prediction is based on data collected by NHTSA.

The enforcement crackdown, including sobriety checkpoints, saturation patrols and a national advertising blitz, was announced at a news conference at the State Capitol in Sacramento. The launch was led by NHTSA Regional Administrator David Manning who was joined by national partners who stand united in the fight against drunk driving, including GHSA, IACP and MADD.

“With the help of law enforcement on the ground and our national ads on the airwaves, we will work hard this holiday season to keep impaired drivers off the roads,” said NHTSA Administrator Nicole R. Nason. “If you are over the limit, you will be under arrest.”

Congress has provided \$7 million for national advertising to intensify the impact of the crackdown. NHTSA produced the new TV, radio and Web advertisement campaign, *Drunk Driving. Over The Limit. Under Arrest.*, in both English and

Spanish, which will run nationally on programs viewed primarily by 21 to 34-year-old males, the demographic group at highest risk of causing death or dying in alcohol-related crashes.

The blood alcohol concentration level of .08 is the illegal level in all 50 states and is the point at which the fatal crash risk increases significantly. At that point, all of the critical driving skills are affected: braking, steering, lane changing, judgment and response time. The risk of a driver dying in a crash at .08 BAC is at least 11 times that of drivers without alcohol in their system.

"Highly visible law enforcement, including checkpoints and saturation patrols, are proven to remove drunk drivers from the road and the public supports them," said Glynn Birch, MADD's national president. "MADD is leading its national *Campaign to Eliminate Drunk Driving*, and law enforcement is critically important to our goal of a nation without drunk driving." The public can pick up a MADD *Tie One On For Safety* red ribbon and window cling from MADD offices nationwide to display on their vehicles in support of MADD's campaign and as a pledge to drive safe, sober and buckled up this holiday season.

Law enforcement representatives from the following states were present at today's event in support of the crackdown: Alaska, Arizona, California, Delaware, Minnesota, Missouri, Nevada, New Mexico, Utah and Washington. The crackdown will involve tens of thousands of local and state law enforcement agencies. According to a survey by GHSA, at least 40 states and territories are planning some type of stepped-up enforcement over the holiday period. "We know that states conducting sobriety checkpoints report substantial reductions in alcohol related crashes that translates to lives saved and injuries prevented," said GHSA Chairman Christopher J. Murphy. "The real value of sobriety checkpoints is the deterrent effect to prevent would-be drunk drivers before they ever get behind the wheel of a car. Whether you live in a state that is doing sobriety checkpoints or drunk driving patrols, the message is clear: If you drive drunk, you will be caught."

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The Governors Highway Safety Association (GHSA) is the states' voice on highway safety. The 501C3 association represents the highway safety programs of the states and territories on the "human behavioral aspects" of highway safety. Areas of focus include: occupant protection, impaired driving and speed enforcement, as well as motorcycle, school bus, pedestrian and bicycle safety, and traffic records.

The International Association of Chiefs of Police (IACP) is the world's oldest and largest nonprofit membership organization of police executives, with over 20,000 members in over 89 countries. IACP's leadership consists of the operating chief executives serving the needs of the law enforcement community.

Founded in 1980, MADD's mission is to stop drunk driving, support the victims of this violent crime and prevent underage drinking. MADD's Campaign to Eliminate Drunk Driving launched nationally on Nov. 20 and calls for intensive, high visibility law enforcement, mandatory ignition interlocks for all convicted drunk drivers, exploration of advanced vehicle-based technology and community support. MADD is a 501(3) non-profit with approximately 400 affiliates and 2 million members and supporters. For more information, please visit www.madd.org or call (800) GET-MADD.

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SATELLITE FEED:

4:00p – 4:15p (EDT) / 1:00p – 1:15p (PDT)

KU BAND SBS6 / transponder 5 full

Audio: 6.2 & 6.8, downlink frequency: 11823 horizontal

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