***2019 Sample PRE enforcement press release***

**FOR IMMEDIATE RELEASE**

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**[LE Agency] joins national crackdown to reduce impaired driving fatalities**

*‘Drive Sober or Get Pulled Over” runs Aug. 16-Sept. 2*

**[CITY, Ky.]** — **(Aug.. ?? 2019)** – If you choose to drink and drive in **[City/County] –** beware. The **[LE Agency]** is joining with law enforcement throughout the nation for the “Drive Sober or Get Pulled Over” campaign, Aug. 16-Sept. 2.

The strong nationwide impaired driving crackdown will include high-visibility enforcement, high-profile events, and will be supported by national paid advertising, creating a comprehensive campaign to curb impaired driving.

“We aggressively watch for drunk drivers year-round, but by joining this effort, we will make our roadways safer during the heavily-traveled Labor Day holiday,” said **[LE Representative]**.

There were more than 4,700 total collisions involving alcohol in Kentucky last year, resulting in more than 2,400 injuries and 87 fatalities. During the Labor Day holiday weekend, there were 63 crashes involving alcohol, resulting in 26 injuries.

“We hope the campaign will serve as a reminder that those who choose to drink should never get behind the wheel,” said **[LE Representative]**. “However, if someone does choose to drive while drunk, we will arrest them. No warnings. No excuses.”

According to the National Highway Traffic Safety Administration (NHTSA), on average, there is one alcohol impaired driving-related fatality every 50 minutes across America. Also according to NHTSA, high-visibility enforcement such as the “Drive Sober or Get Pulled Over” campaign reduces alcohol-impaired driving fatalities by as much as 20 percent.

“Driving impaired is simply not worth the risk. So don’t take the chance,” said **[LE Representative]**. “Remember, we will be out in force, so ‘Drive Sober or Get Pulled Over.’”

For more information, visit the “Drive Sober or Get Pulled Over” Campaign Headquarters at [https://one.nhtsa.gov/drivesober/](https://urldefense.proofpoint.com/v2/url?u=https-3A__one.nhtsa.gov_drivesober_&d=DwMGaQ&c=GC0NZZhaEw6GOQSjMHI2g15k_drElRoPmOYiK2k0eZ8&r=KkFkchXfSc_eFZQe-ieAlxov6wr_9p0ypLhbw1tC4jM&m=EcTfONoc6dVK7gHe3UIm6U6UkEutAYH8aEkd22hcf44&s=ybYrHmEK95Xm9C5Mi_dDmkXSuU-5VJRwY04eamQ4UoY&e=)

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