***2021 Sample PRE enforcement press release***

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

*‘Drive Sober or Get Pulled Over” runs Aug. 18-Sept. 6*

**[CITY, Ky.]** — **(DATE)** – The **[LE Agency]** is joining the National Highway Traffic Safety Administration (NHTSA) and law enforcement throughout the nation for the “Drive Sober or Get Pulled Over” campaign Aug. 18 to Sept. 6.

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

Over the past two years, there were more than 9,600 total crashes involving an impaired driver in Kentucky, resulting in more than 4,600 injuries and 327 deaths. During the Labor Day holiday weekend, there were 103 crashes involving an impaired driver, resulting in 64 injuries and two deaths.

“We hope the campaign will serve as a reminder to make smart choices before getting behind the wheel,” said **[LE Representative]**. “However, if someone chooses to drive while under the influence of any substance, they will be arrested.”

According to 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,” said **[LE Representative]**. “Remember, we will be out in force, so ‘Drive Sober or Get Pulled Over.’”

For more information, visit <https://www.nhtsa.gov/risky-driving/drunk-driving>.

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