***2023 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. 18-Sept. 4*

**[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. 4.

“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]**.

According to the KOHS, last year in Kentucky there were 4,127 total crashes involving an impaired driver, resulting in 1,990 injuries and 189 deaths. Of the 1,575 total motorcycle crashes last year, 749 involved only the motorcyclist (single-vehicle crash). Of those single-vehicle crashes, 44 involved alcohol, resulting in 32 injuries and 11 deaths.

Last year during the Labor Day holiday weekend, there were 76 crashes involving an impaired driver, resulting in 44 injuries and one death.

“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, high-visibility enforcement such as the “Drive Sober or Get Pulled Over” campaign reduces alcohol-impaired driving fatalities by as much as 20 percent.

“We want our community to understand that it’s our first priority to keep people safe, so we’re asking everyone to plan ahead if they know they’ll be out drinking,” said **[LE Representative]**.

“Driving impaired is simply not worth the risk.”

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

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