**2024 4/20 CAMPAIGN**

**SAMPLE NEWS RELEASE**

**SOCIAL NORMING VERSION**

**FOR IMMEDIATE RELEASE: [Date]**

**CONTACT: [Name, Phone Number, Email]**

**Note: Before filling in the names of the organization and organization spokesperson, you MUST contact them for permission to use their names in this press release. Also, you must get their approval for the language of their quotations, and any changes or additions they may require. Only after this is done should you issue the press release.**

***If You Feel Different, You Drive Different.***

**Don’t Risk It on 4/20: Plan for a Sober Driver**

**[City, State, Date]** — The U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) is teaming up with **[State/Local Organization]** to urge drivers to stay sober behind the wheel. Saturday, April 20, 2024, marks the unofficial marijuana “holiday,” and there will likely be an increase in marijuana use. Marijuana laws are changing constantly across the country, but one thing remains: Impaired driving is illegal and deadly. NHTSA is reminding all drivers: *If You Feel Different, You Drive Different.*

“It doesn’t matter what you call it, if you are impaired, do not get behind the wheel of a vehicle,” said **[State/Local leader]**. “We are asking our community members to use good judgement, obey the law, and make safe choices when driving a vehicle. Your decisions don’t just affect you — they affect everyone on the road.”

If you think being high won’t affect your driving, you’re wrong. It has been proven that marijuana can slow reaction times, impair cognitive performance, and make it more difficult for drivers to keep a steady position in their lane. Whether the drug is legally obtained or not, drug-impaired driving poses a threat to everyone on the road.

Those who plan to use marijuana on 4/20 (or any day) should not drive. If you find yourself drug-impaired and stranded with your vehicle, give your keys to a sober driver who can safely drive you home or to a safe place. Remind your friends to never get in the vehicle with an impaired driver. If you have a friend who is about to drive while high, take the keys away and help them get home safely. Don’t worry about offending someone — they’ll thank you later.

There are many options to help impaired drivers get home safely. If available, use your community’s sober ride program **[Insert your local sober ride program specifics here].** If you see an impaired driver on the road, contact **[Local Law Enforcement].**

By working together, we can save lives and help keep America’s roadways safe. Please join NHTSA in sharing the lifesaving message, *If You Feel Different, You Drive Different*. For more information on impaired driving, please visit [www.nhtsa.gov/risky-driving/drug-impaired-driving](https://www.nhtsa.gov/risky-driving/drug-impaired-driving) .

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