**FOR IMMEDIATE RELEASE: [Date]**

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

***Buzzed Driving Is Drunk Driving:*‘Tis the Season to Make a Plan**

**[City, State] —** The winter holiday season ushers in parties and festivities, and that means more drunk drivers on the roads. To help keep drivers and their passengers safe, the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) is warning drivers about the dangers of drinking and driving. Help NHTSA and **[State/Local Organization]** share this message: *Buzzed Driving Is Drunk Driving.*

Alcohol-impaired driving is deadly and continues to be a factor in fatal traffic crashes in the United States, especially during the holidays. During the 2018-2022 December months, there were 4,759 people killed in alcohol-impaired-driving crashes. In December 2022 alone, 1,062 people died in alcohol-impaired-driving crashes. Unfortunately, males and young people are at greatest risk for injury or fatality: In December 2022, drunk male drivers were involved in fatal crashes at a much higher rate (22%) compared to female drivers (16%), and young drivers ages 21-34 accounted for the highest percentage (25%) of alcohol-impaired drivers involved in fatal traffic crashes.

“Driving is a privilege, not a right,” reminds **[Local Leader]**. “We want our community to have a joy-filled holiday season, but we want everyone to do so responsibly, and that means refraining from drinking and driving. The list of consequences is long and can stay with you for a lifetime,” **[he/she]** said.

Drivers should be safe during the holidays by planning ahead if they intend to drink. They shouldn’t wait until after drinking to plan how to get somewhere. Impairment clouds a person’s judgment. Drivers should secure a designated sober driver or call a taxi or rideshare for a sober ride home.

If a driver finds they are unable to drive, they should give their keys to a sober driver so that person can get them home safely. When a friend has been drinking and is considering driving, friends should be proactive — take away the keys and help them get a sober ride home. If anyone spots a drunk driver, contact local law enforcement.

Drive 100% sober, because *Buzzed Driving Is Drunk Driving*. For more information on impaired driving, visit [www.nhtsa.gov/risky-driving/drunk-driving](https://www.nhtsa.gov/risky-driving/drunk-driving).

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