FOR IMMEDIATE RELEASE: [Date]

CONTACT: [Name, Phone Number, Email Address]

# Ride Sober or Get Pulled Over:

## Let’s Work Together to End Drunk Riding!

**[City, State]**  — From August 15 through September 1, the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) will be working alongside local law enforcement for the *Ride Sober or Get Pulled Over* high-visibility enforcement campaign. The goal is to deter impaired riding and prevent the tragedies seen during previous Labor Day weekends from happening again.

During the 2023 Labor Day holiday (6 p.m. September 1 - 5:59 a.m. September 5), there were 511 crash fatalities nationwide and 117 were motorcycle riders. Of these 117 motorcycle rider fatalities, 27% (32) were killed in drunk driving crashes. Among drivers between the ages of 18 and 34 who were killed in crashes over the Labor Day holiday in 2023, 45% of those drivers were drunk, with a blood alcohol concentration of .08 or higher.

“We are pleading with the motorcyclists in our community: Please plan ahead for a safe night out. If your plans involve alcohol, leave your motorcycle at home and plan for a sober ride,” said **[Local Law Enforcement Leader]**. “Our goal is to work with, not against, our community members to help keep the roads free of drunk riders and drivers so that everyone can have a safe Labor Day holiday. This is a time for us to get the message out that drunk riding is illegal, it’s dangerous, and it puts people’s lives at risk. We need your support to save lives. Help us by riding sober and by sharing this safety message with other motorcycle riders.”

Motorcyclists should be safe during this Labor Day holiday weekend 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. Motorcyclists should secure a designated sober driver or call a taxi or rideshare for a sober ride home.

If a motorcyclist finds they are unable to ride, they should let a sober driver get them home safely. When a friend has been drinking and is considering riding, friends should be proactive — take away the keys and help them get a sober ride home. If anyone spots a drunk motorcyclist, contact local law enforcement.

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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