FOR IMMEDIATE RELEASE: [Date]

CONTACT: [Name, Phone Number, Email Address]

### Ahead of Fourth of July Celebrations, NHTSA Warns Motorcyclists:

### *Ride Sober or Get Pulled Over*

**[City, State]** — This Independence Day, local law enforcement will be teaming up with the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) for the *Ride Sober or Get Pulled Over* high-visibility enforcement and impaired riding awareness campaign. The primary goal of the increased law enforcement presence will be to help prevent the recurrence of tragedies seen around the Fourth of July holiday.

Every year, the Fourth of July holiday stands out as one of the deadliest times on the nation’s roads. In 2023, 617 people died in traffic crashes during the holiday period (6 p.m. June 30-5:59 a.m. July 5). Thirty-eight percent (233) of those fatalities occurred in drunk-driving crashes. Of those who died in drunk-driving crashes, 27% were in a crash involving at least one driver or motorcycle operator with a blood alcohol concentration of .15 g/dl or higher.

“Our approach to drunk riding this Fourth of July is uncompromising: If we pull over a motorcyclist and find that they are impaired, they will be arrested. Riding while alcohol-impaired is illegal and deadly,” said **[Local Law Enforcement Official**]. “The advice is simple: Ride sober or anticipate getting pulled over."

Motorcyclists should be safe during this Independence Day holiday 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.

This Fourth of July and every day, *Ride Sober or Get Pulled Over*. For more information on impaired driving, visit [www.nhtsa.gov/risky-driving/drunk-driving](http://www.nhtsa.gov/risky-driving/drunk-driving).

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