FOR IMMEDIATE RELEASE: [Date]

CONTACT: [Name, Phone Number, Email Address]

## NHTSA Reminds Drivers This Winter Holiday Season:

##  *Buzzed Driving Is Drunk Driving*

**[City, State]**  — The winter holidays bring special events and increased, around-the-clock traffic, underscoring the need for safe driving behaviors throughout the festive season. The Department of Transportation’s National Highway Traffic Safety Administration reminds drivers about the dangers of drinking and driving and their obligation to steer clear of it. Help NHTSA and **[State/Local Organization]** protect **[Community]** by committing to and sharing this message: *Buzzed Driving Is Drunk Driving.*

Drinking and driving is illegal and potentially dangerous behavior that affects thousands of people across America, especially during the winter holidays and other festive seasons. In the combined Decembers of 2019-2023, there were 4,931 fatalities in traffic crashes involving a drunk driver, with a blood alcohol concentration of .08 g/dL or higher. In December 2023 alone, there were 1,038 alcohol-impaired-driving fatalities, 697 of which involved a driver with a BAC of almost twice the legal limit in most states. Male drivers (22%) were more likely to be involved in fatal alcohol-impaired-driving crashes than female drivers (18%). Drivers ages 21-34 (27%) were most likely to be involved in fatal alcohol-impaired-driving crashes, followed by drivers ages 35-44 (24%).

“The winter holidays should be a time for joy and togetherness, but the reckless decision to drive under the effects of alcohol destroys lives and shatters celebrations in an instant,” said **[Local Official]**. “Saving lives starts with a commitment to drive sober or to otherwise secure a sober ride. Driving impaired, including feeling buzzed, endangers all road users. For some people, even one drink is too many to drive. We’re partnering with NHTSA to remind drivers that *Buzzed Driving Is Drunk Driving*,” added **[he/she]**.

Drivers should be safe throughout the winter holiday season 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.

For more information on impaired driving, visit [www.nhtsa.gov/risky-driving/drunk-driving](http://www.nhtsa.gov/risky-driving/drunk-driving).

###