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Press Release

Designate a driver this New Year's Eve

For millions of adults across the nation New Year's Eve is a joyous and festive event. Drinking to excess this one night of the year is perhaps a foolish custom, but it is a prevalent one as well. "If you insist on going out and having a few drinks this New Year's Eve, please have enough sense to designate a driver to remain sober for the night to drive you and your friends home safely."

While January 1st means fun, football games, and a day off from work to a vast majority of families, reports of traffic accidents and fatalities from the night before can ruin the holiday for others. Over 50% of all fatal traffic crashes involve a driver who is under the influence, and New Year's Eve is usually the most lethal night of the year in that respect.

Another reason for a designated driver is the state's tough anti-drinking and driving laws. These tough laws are here to protect motor vehicle operators and passengers, not to hassle them.

National, statewide and local campaigns have spread the word against drunk driving over recent years, yet so many lives are wasted on our highways. Everyone should know that alcohol relaxes inhibitions, slows reactions, decreases coordination and impairs judgment and vision.

You can help reduce traffic accident statistics. Promote the designated driver program, respect the designated driver and don't let friends drive drunk.

Remember, if you prevent your friends from driving drunk, you may literally be the life of the party.