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NEWS RELEASE

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Super Bowl Sunday Safety – Fans Don't Let Fans Drive Drunk ***OHS plans DUI enforcement and awareness around big game***

Dover - When the New York Giants and New England Patriots take to the field this weekend in search of Super Bowl glory, *Checkpoint Strikeforce* will take to Delaware roads in search of impaired drivers. Seven municipal police agencies will conduct DUI Saturation patrols the night of the big game, and the New Castle County DUI Task Force is scheduled to conduct a checkpoint in the northern part of the state.

“If you plan on drinking alcohol while cheering your team on to victory, pass your keys to a sober, designated driver before the Super Bowl party begins,” according to Andrea Summers, Community Relations Officer for the Delaware Office of Highway Safety. “Follow the rules or law enforcement will penalize you for driving impaired. We want everyone to make the right play for the big game.”

It appears that most people heard the “drive safe and sober” message last year as only three people were arrested for DUI on Super Bowl Sunday in 2007. However, OHS officials still feel there is cause for concern as alcohol-related deaths in the First State had increased by year’s end. In all, 51 people lost their lives in alcohol involved fatal motor vehicle crashes 2007, accounting for 43% of Delaware’s traffic deaths last year.

The following police agencies will conduct DUI Saturation Patrols on Super Bowl Sunday: Clayton Police, Dover Police, Harrington Police, Laurel Police, Milford Police, Millsboro Police and Smyrna Police. In addition to enforcement, OHS is airing special Super Bowl safety radio spots encouraging the use of designated drivers on radio stations statewide.

To stay safe on the night of the big game, make the following safety tips part of your playbook:

If you are hosting a Super Bowl party:

- Make sure all of your guests have a designated sober driver before kickoff
- Find unique ways to recognize the designated drivers at your party
 - Give them a great spot to watch the game
 - Let them have the first pass at the buffet table
- Serve plenty of food – and include soft drinks, juice, and water
- Stop serving alcohol at the end of the third quarter of the game (just like NFL stadiums) and begin serving coffee and dessert.
- Take the keys away from anyone who is thinking of driving while impaired
- Only serve alcohol to guests over 21 years of age.

If you are attending a Super Bowl party or watching at a sports bar or restaurant:

- Designate your sober driver before the party begins or Be a Hero. Be a Designated Driver.
- Give your designated driver your car keys
- Show your appreciation to your designated driver
 - Offer to be the designated driver the next time you go out
 - Cover the cost for parking or even pay for a tank of gas, or;
 - Pick up the tab for their food and drink
- Before you go out, program the numbers for local cab companies in your cell phone so if you find yourself in need of a ride, it is just one touch away
- Avoid drinking too much alcohol too fast. Pace yourself—eat enough food, take breaks and alternate with non-alcoholic drinks.
- Never let a friend leave your sight if you think they are about to drive while impaired. Remember, *Fans Don't Let Fans Drive Drunk*.
- Always buckle up – it's your best defense against impaired drivers.

Super Bowl Sunday enforcement is the first activity in the 2008 *Checkpoint Strikeforce* campaign. The highly successful safety initiative resulted in 665 DUI arrests last year. For more information on impaired driving prevention for Super Bowl Sunday visit www.stopimpaireddriving.org and click on the Super Bowl planner on the right; or for more information about year round DUI prevention activities in Delaware visit the *Checkpoint Strikeforce* page on OHS's website at www.state.de.us/highway.

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