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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 Chicago Bears and Indianapolis Colts take to the field this weekend in search of Super Bowl glory, *Checkpoint Strikeforce* will take to Delaware roads in search of impaired drivers. Ten State and local police agencies will conduct DUI Saturation patrols the night of the big game, and the Sussex County DUI Task Force is scheduled to conduct a checkpoint in the area of the Delaware beaches.

“We want everyone to make the right decision and designate a sober driver if they’re going to celebrate with alcohol this Sunday,” said Lisa Moore, DUI Coordinator for the Delaware Office of Highway Safety (OHS). “This should be an obvious call in everyone’s play book, but if people don’t make the responsible choice we will have law enforcement out there to protect our citizens from impaired drivers.” Eighteen people were arrested for DUI on Super Bowl Sunday last year.

According to a 2005 national survey, 70% of adults have been a designated driver or have been driven home by one. That means 148 million Americans already know how to drink responsibly and prevent the needless tragedies that result from drunk driving.

“The consequences of a DUI conviction in Delaware are serious,” said Andrea Summers, Community Relations Officer for OHS. Penalties for a DUI conviction include loss of your license for at least 60 days, possible jail time, and mandatory participation in an alcohol education and/or treatment program. The approximate cost for a first time DUI including court, DMV, treatment and legal fees is \$4,000.00. “But dealing with these penalties pales in comparison to the lifelong guilt you would feel if you caused someone else’s death as a result of

drinking and driving, not to mention the pain you'd cause the friends and families of your victim.”

The following police agencies will conduct DUI Saturation Patrols on Super Bowl Sunday: Delaware State Police, Dover Police, Georgetown Police, Laurel Police, Milford Police, New Castle City Police, Newport Police, Newark Police, Rehoboth Beach Police and Wyoming 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
- 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 2007 *Checkpoint Strikeforce* campaign. The highly successful safety initiative resulted in 618 DUI arrests last year, and is credited with contributing to a 9% drop in alcohol-related deaths in 2006. Thirty-six percent of all traffic deaths in Delaware were alcohol-related last year, resulting in 53 lives lost in preventable motor vehicle crashes.

For more information on impaired driving prevention or the *Checkpoint Strikeforce* campaign, please visit www.state.de.us/highway.