**FOR IMMEDIATE RELEASE: [Date]**

**CONTACT: [Name, Phone Number, Email]**

***Ride Sober or Get Pulled Over*NHTSA Reminds Motorcyclists to Ride Safely During End of Summer**

**[City, State]** **—** From August 14 through September 2, which includes the Labor Day holiday weekend, the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) will be working alongside local law enforcement for the *Drive Sober or Get Pulled Over* high-visibility enforcement campaign. The goal is to deter impaired riding and prevent the tragedies seen in previous Labor Day weekends from happening again.

During the 2022 Labor Day holiday (6 p.m. September 2-5:59 a.m. September 6), there were 490 crash fatalities nationwide and 94 were motorcycle riders. Of these 94 motorcycle rider fatalities, 44% (41) were killed in drunk driving crashes, and over a quarter (29%) were killed in crashes that involved drivers who were driving with a BAC almost twice the legal limit (.15+ BAC). Among drivers between the ages of 18 and 34 who were killed in crashes over the Labor Day holiday in 2022, 47% of those drivers were drunk, with BACs of .08 or higher.

“We are pleading with the motorcycle riders in our community: Please plan ahead for a safe night out. If your night involves alcohol, leave your motorcycle at home and plan for a sober ride,” said **[Local Law Enforcement Leader]**. “We need a commitment from our community members that they’ll work with us to keep the roads free of drunk riders and drivers so that everyone can have a safe end to the summer and Labor Day holiday. This is a time for us to get the message out that drunk riding is illegal, it’s dangerous, and it puts people’s lives at risk. We need your support to save lives. Help us by riding sober and by sharing this safety message with other motorcycle riders.”

Motorcyclists should be safe during this Labor Day holiday by planning ahead if they intend to drink. They shouldn’t wait until after drinking to plan how to get home. 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.

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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