**FOR IMMEDIATE RELEASE: [Date]**

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

### *Fans Don’t Let Fans Drive Drunk* Make a Game Plan for Super Bowl LIX and Commit to Sober Driving

**[City, State]** — For Super Bowl LIX on Sunday, February 9, 2025, the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) and **[Local Organization]** are teaming up to remind drivers: *Fans Don’t Let Fans Drive Drunk*. Get ahead of the game and create your plan now. If you’re going out to a Super Bowl party and you plan to drink alcohol, make sure you plan for a designated driver to get you home safely at the end of the night. If you’re hosting a party, prepare plenty of food and non-alcoholic drink options for your guests, especially for the designated drivers. If you’re a designated driver, be the night’s MVP and keep that commitment front and center.

“Super Bowl is a special night each year for our community to come together to celebrate, but we need responsible drivers on our roads,” said **[Local Leader]**. “If you are planning to be away from home during Super Bowl LIX, make a game plan to ensure you don’t find yourself without a designated driver if you need one. If you’re hosting a party, make sure you take care of your designated drivers. Remind your friends and family: *Fans Don’t Let Fans Drive Drunk*.”

Drunk driving can have a range of consequences, including the possibility of causing a traumatic crash. These crashes could cause you, someone you love, or a total stranger to suffer serious injuries or even death. Help set up your team — your friends, family, and other partygoers — for a night of success.

**Host a Winning Party**If you’re hosting a Super Bowl party, prepare plenty of snacks and non-alcoholic drinks for your guests and the designated drivers. Ask your guests to designate their sober drivers in advance. Remind drinking guests that they have a long evening ahead of them, and encourage them to pace themselves, to eat food, and to drink plenty of water.

Another important reminder: Never serve alcohol to minors. If an underage person drinks and drives, the person who provided the alcohol can be held liable for any damage, injury, or death caused by the underage driver.

**Be the DD MVP**If you’re planning to be a designated driver, know that you’re the night’s MVP. Commit to a sober evening. If you are attending a party or are at a bar or restaurant, enjoy the food, the company, and the nonalcoholic drinks. Your positive influence could help keep others on the right track. If someone you know has been drinking and tries to drive, take their keys and help them get home safely. Remember: You’re the night’s quarterback, and others are relying on you.

Drivers should be safe during the Super Bowl 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](https://www.nhtsa.gov/risky-driving/drunk-driving).

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