

## **Media Advisory – Feb. 5, 2010**

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### **Keep roadways safe this Super Bowl Sunday**

*Individuals urged to pick designated driver if planning on drinking*

Snohomish County's DUI & Target Zero Traffic Safety Task Force has teamed up with the National Football League (NFL), the National Highway Traffic Safety Administration (NHTSA), and other state and local highway safety and law enforcement officials to promote safe driving on Super Bowl Sunday.

"Designating a sober driver should be on the top of everyone's Super Bowl party list," Snohomish County Executive Aaron Reardon said. "It's just one of several easy steps to help save lives."

Super Bowl Sunday is one of America's biggest and most entertaining national sporting events as friends and families gather to socialize and watch the big game. Yet, it has also become one of the nation's most dangerous days on roadways due to impaired driving.

"We want remind anyone who will be drinking this weekend that real *Fans Don't Let Fans Drive Drunk*," said Tracy McMillan, Snohomish County DUI & Target Zero Traffic Safety Task Force Manager, referring to the name of the national campaign. "Please act responsibly, designate a sober driver before the Super Bowl party begins and leave your car keys at home."

According to research by the National Highway Traffic Safety Administration, in 2008, fatalities in alcohol-impaired-driving crashes accounted for 32 percent of all motor vehicle traffic fatalities. On Super Bowl Sunday, from Feb. 3 to 5:59 a.m. Feb. 4), 49 percent of the fatalities occurred in crashes where a driver or motorcycle rider had a blood alcohol concentration (BAC) level of .08 or higher.

If you are hosting a Super Bowl party:

- Remember, you can be held liable and prosecuted if someone you serve ends up in an impaired-driving crash.
- Make sure all of your guests designate sober drivers in advance, or help arrange ride-sharing with other sober drivers.
- Serve lots of food and include lots of non-alcoholic beverages at the party.
- Stop serving alcohol at the end of the third quarter of the game and begin serving coffee and dessert.
- Keep phone numbers for local cab companies handy, and take the keys away from anyone who is thinking of driving while impaired.

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

- Designate your sober driver before the party begins and leave your car keys at home.
- Avoid drinking too much alcohol too fast. Pace yourself – eat enough food, take breaks, and alternate with non-alcoholic drinks.
- If you don't have a designated driver, ask a sober friend for a ride home; call a cab, friend, or family member to come and get you; or stay where you are until you are sober.
- Never let a friend get behind the wheel of their vehicle if you think they are about to drive while impaired. Remember, *Fans Don't Let Fans Drive Drunk*.
- Always buckle up – it's still your best defense against other impaired drivers.

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