

**Media Advisory – Jan. 26, 2012**

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## **Choose a safe ride on Super Bowl Sunday**

Target Zero Team law enforcement in Snohomish, King and Pierce counties will be out on Super Bowl Sunday looking for impaired drivers.

Across Washington state, 12 people have died in collisions on Super Bowl Sunday during the past 10 years. About half of those fatalities involved an impaired driver.

“We haven’t had a traffic fatality in Snohomish County on Super Bowl Sunday since 2004 when a motorcyclist was killed in a speed-related crash,” said Snohomish County DUI & Target Zero Task Force Manager Tracy McMillan. “We want to continue our life-saving winning streak.”

Traffic crashes kill or seriously injure hundreds of people across Washington state each year, and driving impaired is a leading cause of these crashes. Target Zero Teams work to prevent and arrest impaired drivers through full-time state troopers and part-time officers from local agencies.

Those agencies involved in the Target Zero Teams project in Snohomish County include the Snohomish County Sheriff’s Office, the Washington State Patrol, and city officers from Arlington, Brier, Bothell, Edmonds, Everett, Granite Falls, Lake Stevens, Lynnwood, Marysville, Mill Creek, Mountlake Terrace, Monroe, Mukilteo, and the Tulalip Tribal Police departments.

If you are hosting a Super Bowl party, you could be civilly liable if someone leaves your home impaired and is involved in a traffic crash. Be the designated driver, take a taxi, and plan ahead.

For more information, contact Tracy McMillan, Snohomish County DUI & Target Zero Traffic Safety Task Force Manager, at [Tracy.McMillan@snoco.org](mailto:Tracy.McMillan@snoco.org).

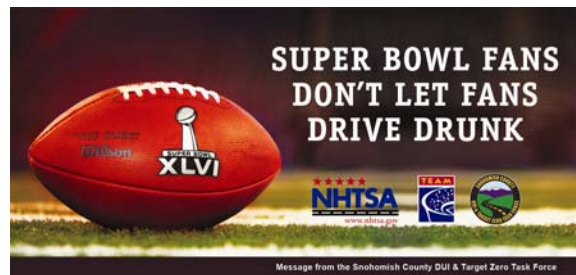
**If you are attending a party or watching at a sports bar or restaurant:**

- Designate a sober driver before the party begins and leave your car keys home.
- Avoid drinking too much alcohol too fast. 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 just stay where you are.
- Never let a friend get behind the wheel of their vehicle if you think they are impaired. Remember, *Fans Don’t Let Fans Drive Drunk*.

- Always buckle up – it's still your best defense against other impaired drivers.

**If you are hosting a party:**

- Remember, you can be held liable and prosecuted if someone you served ends up in an impaired-driving crash.
- Make sure your guests designate their 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; begin serving coffee and dessert.
- Keep handy the numbers for local cab companies and take the keys away from anyone who is thinking of driving while impaired.



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