



News Release
Ashland Police Department
www.ashlandpolice.us
Douglas A. Goodman, Chief
Date: February 2, 2010

Fans
Don't Let
Fans
Drive Drunk.

Fans Don't Let Fans Drive Drunk
Make the right play to save your life and others.

Chief Goodman announced today that the Ashland Police Department is teaming 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 remind everyone to designate a sober driver if they plan to be drinking alcohol on Super Bowl Sunday.

"We want to pass our safety message to everyone who will be celebrating this weekend" said Chief Goodman. "Please act responsibly and designate a sober driver before the Super Bowl party begins."

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. Unfortunately, it has also become one of the Nation's most dangerous days on the roadways due to impaired driving.

According to research by the National Highway Traffic Safety Administration, in past years, fatalities in alcohol-impaired-driving crashes accounted for 32% of all motor vehicle traffic fatalities. Historically, on Super Bowl Sunday, 49% of the fatalities occurred in crashes where a driver or motorcycle rider had a blood alcohol concentration (BAC) level of .08 or higher.

The Ashland Police Department will have additional officers on patrol this weekend to assist in removing drunk drivers from our community's roadways.

Additional tips from the National Highway Traffic Safety Administration follows. To learn more information you can also visit www.stopimpaireddriving.org





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If you are hosting a Super Bowl party:

- Remember, you can be held liable and prosecuted if someone you served ends up in an impaired-driving crash.
- Make sure all of your guests designate their sober drivers in advance, or help arrange ride-sharing with other sober drivers.
- Keep the 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.
- 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 and sleep it off 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.