



FOR IMMEDIATE RELEASE:

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Safe Travels During the Holidays

(MADISON)—Today, Senator Tim Carpenter would like to remind travelers that because the holidays are such an important time of the year to visit friends and family, the amount of traffic traveling on Wisconsin’s roadways is significantly increased.

Last year, more than 3,000 injuries were caused in alcohol related crashes, with 169 fatalities and 24,400 OWI convictions.

Because of this, the Wisconsin Department of Transportation (WisDOT) is engaging in a holiday campaign known by the phrase, “Drive Sober or Get Pulled Over.” WisDOT will be utilizing federal funds to support increased law enforcement patrols, public education, and outreach in order to increase the safety of our roads during the Holiday Season. The campaign began on Friday, December 14th, and will run through January 1st.

Although the moniker of the campaign is designed to remind people to drink responsibly when they choose to engage in holiday festivities, it is important to remember that distracted driving, driving while tired, and driving in icy or wet conditions also contribute to accidents and collisions.

Ways that you can help keep our roads safe:

- If you suspect a driver of being impaired, call 911. Be prepared to provide as much detail as possible about the driver, vehicle and location.
- If you plan to celebrate, identify a sober designated driver. Never allow someone else to get behind the wheel impaired.
- Download the free “Drive Sober” mobile app from the WisDOT website: <http://witrafficsafety.org/drivesober/>. It includes a “find a ride” feature to help locate transportation alternatives.
- Some taverns and restaurants have programs to provide patrons a safe ride home.

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