



SAMPLE LETTER TO EDITOR

Dear Editor:

Did you know that nearly 16,000 people lost their lives as a result of impaired driving last year? That translates to one fatality every 33 minutes, one injury every two minutes, and one arrest every 47 seconds. The numbers are staggering, and our community is not immune. In **[COMMUNITY/STATE]**, driving under the influence of alcohol and drugs has claimed the lives of **[STATISTIC]** in the past **[TIME PERIOD]** and has injured **[STATISTIC]**. The real tragedy is that this all could have been prevented had those drivers waited until they were sober to drive, or had designated a driver to take them home.

The winter holiday season is an especially crucial time of the year to address the issue of impaired driving and its impact upon our community. With the proliferation of celebrations, the potential risk of impaired driving becomes even greater.

National campaigns like the National Highway Traffic Safety Administration's (NHTSA) *You Drink & Drive. You Lose.* program and National Drunk and Drugged Driving Prevention Month are great examples of how law enforcement can join with community-based organizations to promote safe driving behaviors in their communities. In **[COMMUNITY/STATE]** local law enforcement agencies have joined with organizations like **[SPONSORING ORGANIZATION]** and **[PARTNERS]**, to mobilize for National Holiday Lifesavers Weekend and "Lights on for Life" Day, a designated 24-hour period in which drivers keep their vehicle's headlights shining to commemorate the many lives lost to impaired driving each year.

While a portion of the law enforcement agency's time is devoted to conducting sobriety checkpoints and saturation patrols during National Holiday Lifesavers Weekend, from December 15-17, their main objective is to stop impaired drivers *before* they get behind the wheel.

When one is confronted with a potentially impaired driver, we'd like you to know that you have three options:

1. Designate a sober driver before going out;
2. Make plans to spend the night; or
3. Take advantage of alternative transportation, such as a taxi or "Safe Ride" service, provided by local community or business owners.

You can create a real difference in your communities by joining local efforts to curb impaired driving. An easy way to do this is to support local efforts like "Lights on for Life" Day this December 15th. You can also create Designated Driver or Safe Ride programs in their neighborhood and spread the word that impaired driving affects each member of **[COMMUNITY]**, in shared emotional, physical and financial hardships.

There is never enough help, and never too many voices. If you would like to learn how you can make a difference in **[COMMUNITY]**, please contact **[LOCAL CONTACT INFORMATION]**. Working together, we can reduce the impact of impaired driving on our community, because when *You Drink & Drive. You Lose.*

Sincerely,
[LOCAL SPOKESPERSON AND TITLE]
[SPONSORING ORGANIZATION]