



For Immediate Release  
February 4, 2016

Contact: **Lieutenant Chris Rush**  
Division Commander, Special Operations  
540-437-2648  
chris.rush@harrisonburgva.gov  
www.harrisonburgva.gov/police

## **Game Plan for Super Bowl 50: Are You Drinking or Are You Driving**

Harrisonburg, VA – The Super Bowl is America’s most watched national sporting event. On Super Bowl Sunday, February 7, there will be an abundance of game day socializing that may include alcohol. That’s why the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) and the Harrisonburg Police Department (HPD) are urging fans to call the play now: drinking OR driving. If you plan on drinking on Super Bowl Sunday, designate a sober driver to get you home safely.

NHTSA’s Fans Don’t Let Fans Drive Drunk campaign encourages people to make plans ahead of time that will prevent them from getting behind the wheel of a vehicle after drinking. Driving impaired could result in injury or death for you or others on the road.

According to data from the NHTSA, in 2014 9,967 people were killed in alcohol-impaired-driving crashes in the United States- 31 percent of all vehicle crash fatalities in the nation. The numbers go even higher on the weekends. A driver is considered alcohol-impaired when their blood alcohol concentration reaches .08 or higher, the set limit in all states. This February 7, don’t let yourself become a tragic Super Bowl stat.

“Drunk driving is completely avoidable and preventable,” said Lt. Chris Rush of the Harrisonburg Police Department. “All it takes is a little planning and responsibility. We want fans to have fun, but we also want them to remember that it’s their choice. Drink or Drive- but never do both.”

**-MORE-**

**PRESS RELEASE: GAME PLAN FOR SUPER BOWL 50: ARE YOU DRINKING OR ARE YOU DRIVING**

**PAGE 2**

HPD encourages anyone who plans on drinking on Super Bowl Sunday to leave their keys at home. Designate a sober driver, make arrangements for taxis or other public transportation services, or use NHTSA's new SaferRide mobile app. The app helps people who have been drinking get a safe ride home; it helps users locate and call local taxi services, allows them to contact a preprogrammed friend contact, and identifies where their current location so they can be picked up. The app is available for Android devices on Google Play, and Apple devices on the iTunes store.

If you are a designated driver for Super Bowl 50, the NHTSA encourages you to tweet them your name during the game, and you will be recognized for your efforts of safe and responsible driving by making NHTSA's Wall of Fame (<https://twitter.com/nhtsagov> or @NHTSAgov).

HPD will be conducting DUI/Alcohol enforcement patrols beginning Friday, February 5 and will continue through the evening of Sunday, February 7.

###