



**Alcohol & Drug Abuse Council  
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## ***News Release***

**For Immediate Release  
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### ***ADACCV and CARES to Recognize National Drunk and Drugged Driving Prevention Month***

Local campaign emphasizes importance of Sober Driving: “Drive Safe – Totally Sober and Buckled Up!” Traffic traveling Houston Harte this holiday season is getting a graphic reminder of the dangers and tragic consequences associated with drunk or drugged driving. In our efforts to educate the community about the dangers of driving impaired, the **Alcohol and Drug Abuse Council for the Concho Valley (ADACCV)** has recreated our annual 3-D billboard for **National Drunk and Drugged Driving Prevention Month (3D Month – December 2010)**. The **Concho Valley CARES Coalition** and local partners have joined our efforts to emphasize the importance of sober driving with a community-wide campaign.

This time of year, the holiday span from Thanksgiving to New Year’s Day, is often the deadliest due to increased drivers on the roadways and the increased availability of alcohol. According to the **National Highway Traffic Safety Administration (NHTSA)**, an estimated 10,839 people were killed in alcohol-impaired traffic crashes in the United States during 2009 – which is approximately one-third of all US traffic fatalities. In Texas, 1,235 lives were lost in 2009 due to impaired driving – which is 40% of Texas traffic fatalities. According to **Angelo State University’s Community Development Initiatives (ASU CDI)**, 19% of high school seniors admitted they had driven while under the influence in 2008.

“Impaired driving is the most preventable social health problem facing our nation and every community within it,” comments **Julie Alonso, Director of Operations for ADACCV**. “Prevention is everyone’s responsibility – plan your party with responsible alcohol use in-mind, be a designated driver, educate others on the dangers of driving impaired, report suspected impaired drivers to police, talk to your kids often and set a zero-tolerance policy.”

Join us for our **3-D Month Press Event** on **December 10th at 10am** at **ADACCV’s Cotton Lindsey Center**, located on 3553 Houston Harte. **DPS Trooper Shawn Baxter** will provide reminders to ensure everyone has a safe holiday.

**\*\*\*\*\* END OF RELEASE \*\*\*\*\***