



New Brunswick Police Department

News Release



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For Further Information Contact

Captain J.T. Miller, Public Information Officer

(732) 745-5259 - jmiller@nbpdnj.org (email)

Impaired Driving Enforcement Crackdown to be Conducted Locally as Part of National Campaign

(New Brunswick) – New Jersey’s largest annual drunk driving crackdown will be here soon. Law enforcement officers from (town name) will be participating in the 2016 Labor Day Statewide “*Drive Sober or Get Pulled Over*” campaign. Beginning August 19 and running through September 5, local and state law enforcement officers will conduct sobriety checkpoints and roving patrols, looking for motorists who may be driving while impaired by alcohol or drugs.

“*Drive Sober or Get Pulled Over*” is a national campaign designed to raise awareness about the dangers of drinking and driving through high-visibility enforcement backed up by public educational efforts including national radio and television advertisements, posters, banners and mobile video display signs. The campaign looks to curtail impaired driving during the busy summer travel season, including the Labor Day holiday period.

“Many people believe that after a few drinks they’re still safe to drive,” said Gary Poedubicky, Acting Director of the NJ Division of Highway Traffic Safety. “Even one drink can impair your judgment and reaction time, putting not only yourself, but everyone on the road, in danger.”

“There is a zero tolerance message for this campaign. If drivers are caught operating their vehicle while impaired they will be arrested,” he added.

In 2013 alcohol-impaired fatalities accounted for 27 percent of New Jersey’s motor vehicle fatalities. As part of the initiative, the Division of Highway Traffic Safety provides grants to local law enforcement agencies throughout the state to run the two-week campaign.

Law enforcement agencies participating in the *Drive Sober or Get Pulled Over 2016* crackdown offer the following advice:

- If you plan to drink, designate a driver, someone who will not drink alcohol, before going out.
- Take mass transit, a taxi or ask a sober friend to drive you home.
- Spend the night where the activity is held.
- Always buckle up, every ride, regardless of your seating position in the vehicle. It’s your best defense against an impaired driver.
- If you’re intoxicated and traveling on foot, the safest way to get home is to take a cab or have a sober friend or family member drive you to your doorstep.

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