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**AUGUST/LABOR DAY CRACKDOWN**

**POST-ENFORCEMENT REPORT**

**SAMPLE NEWS RELEASE**

**180 WORDS**

**Note: Before filling in the names of the organization and organization spokesperson, you MUST contact them to obtain their permission to use their names in this press release, and you must get their approval for the language used in their quotes, and any changes or additions they may require. Only after this is done can you send out the press release.**

**FOR IMMEDIATE RELEASE: [Date]**

**CONTACT: [Name, Phone Number]**

**[Law Enforcement Organization] Releases 2011 Crackdown Arrest Numbers**

**[CITY, State]** – “**[Law Enforcement Organization]** made **[#]** impaired-driving arrests and **[#]** other significant arrests during the recent August 19–September 5, 2011, crackdown on impaired driving,” said **[Law Enforcement Representative]**. The **[Law Enforcement Organization]** reports **[#]** impaired driving or other fatalities during the enforcement period, as compared to **[#]**, which occurred last year.

Law enforcement agencies throughout **[State]** participated in this nationwide effort to get more impaired drivers off the street — and made the 2011 crackdown count by saving lives that might otherwise be lost. In 2009 alone, 10,839 people died in crashes in which a driver or motorcycle rider was at above the legal limit.

**[Law Enforcement Organization]** joined forces with the National Highway Traffic Safety Administration and other State and local law enforcement and highway safety partners in conducting the crackdown campaign, which featured high-visibility enforcement combined with a variety of outreach activities, including $14 million in paid national advertising.

For more information, visit the High-Visibility Enforcement Campaign Headquarters at [www.StopImpairedDriving.org](http://www.StopImpairedDriving.org).

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