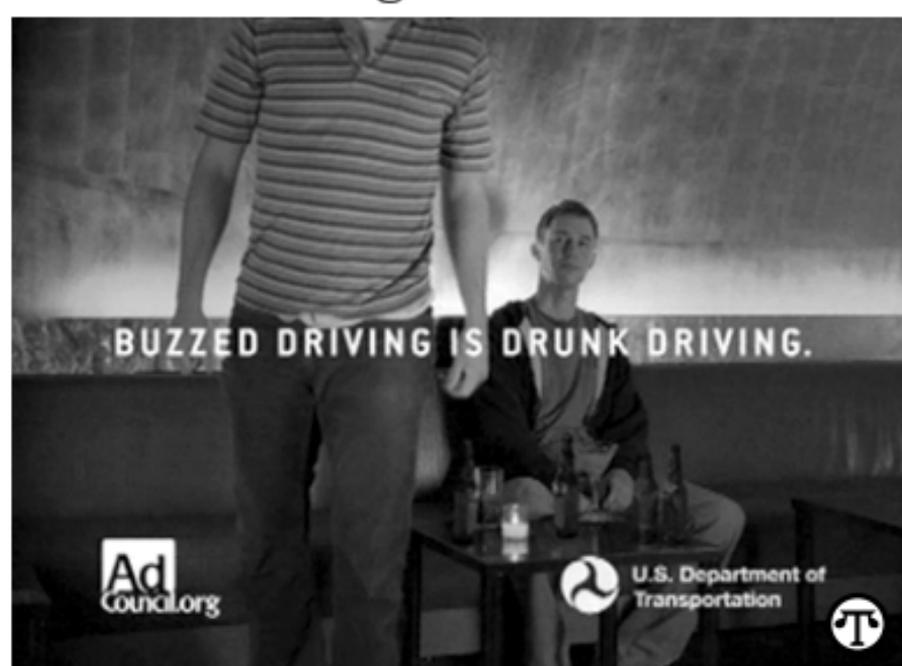


ROAD TO SAFETY

Buzzed? Then Don't Drive

(NAPSA)—After more than 20 years, the Advertising Council and the U.S. Department of Transportation have shifted the focus of their drunk driving prevention campaign to target “buzzed driving.” The new public service campaign was launched to coincide with the holiday season, a time when drunk driving fatalities are the highest.



BUZZED DRIVING IS DRUNK DRIVING. Alcohol-related crashes are 100 percent preventable.

Despite recent reductions in fatalities, impaired driving remains one of America's deadliest social problems. In 2004, nearly 13,000 drivers or motorcycle operators died on the roadways in impaired driving crashes with a blood alcohol concentration (BAC) of .08 and above.

Most people don't intend to drive home drunk. But too many drivers find themselves at the end of the night above the legal limit and without a sober designated driver. The goal of this campaign, which will run along with the “Friends Don't Let Friends Drive Drunk” campaign, is to redefine the commonly used term “buzzed” as a cue not to drive.

For more information, visit www.stopimpaireddriving.org.