



Alliance Against Intoxicated Motorists

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For Immediate Release

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SUPER BOWL WEEKEND GAME PLAN - PICK YOUR TEAM NOW:

ARE YOU DRINKING OR ARE YOU DRIVING?

Schaumburg, IL, February 3, 2017 – Super Bowl Sunday is the day when folks all over the state will be cheering on their favorite Super Bowl team with a glass of spirits. Unfortunately, on that same day, many sports fans will be leaving parties too impaired to drive and innocent people will be killed or maimed. Super Bowl is a day equal to New Year’s Eve for over-indulging to celebrate.

AAIM supports the Illinois Department of Transportation (IDOT) Drive Sober Get Pulled Over campaign, Illinois State Police (ISP), local police and sheriff’s departments throughout Illinois as we strongly urge fans to come up with a game plan now: Drinking or driving, but not both.

“DUI offenders are responsible for nearly one-third of all fatal crashes in Illinois. A single DUI can cost thousands of dollars, suspension of driving privileges, potential jail time, or worse, cause the death of another motorist,” said Rita Kreslin, Executive Director. “Plan ahead to arrive home safely this Super Bowl weekend by designating a driver or catching a cab. Regardless of how the game turns out, by using a designated driver, everyone wins.

TIPS: If you're attending a Super Bowl party or watching the game at a sports bar or restaurant:

- Designate your sober driver before the party begins.
- Keep track of how much you have had to drink. If you're feeling buzzed, you're probably over the 0.08 limit
- Make sure your ride is sober before getting in the vehicle.
- If you don't have a designated driver, call a cab, friend, or family member to pick you up. If possible, stay where you are for the night and don't drive until you are sober.
- Use your community's sober ride program, if available.
- Never let friends drive drunk. Arrange a safe way for them to get home.

If you're hosting a Super Bowl party:

- Make sure your guests designate sober drivers in advance, or arrange rides for them.
- Serve plenty of food and non-alcoholic beverages.
- Stop serving alcohol at the end of the third quarter of the game, just like at the stadium.
- Take the keys away from anyone who is thinking of driving drunk.
- You can be prosecuted if someone you served ends up in a drunk-driving crash. If an underage person drinks and drives, the parent or provider may be legally liable for any damage, injury or death caused by the underage driver.

AAIM is urging motorists to make the right play this weekend and every day, buckle up and ***don't drink and drive.***

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