

Do you know the real costs of alcohol-impaired driving?

When you drive alcohol-impaired, this is what can happen:



Every day in the United States, about 32 people die in alcohol-impaired-driving crashes. That's one person killed every 45 minutes.¹



It's not just you.

It's your passengers. Pedestrians. Bicyclists.

People killed or injured in alcohol-impaired-driving crashes in 2020²

2,861 drivers	1,174 passengers	352 pedestrians
71 bicyclists	45 other	4,503 total

You thought a night out was expensive?

If you are caught and charged with a DWI, the penalties are steep.³

Do you really want to spend your time and money on this?

Jail: **1-7 years**
 Financial costs: **> \$10,000 +**
 License revocation: **6 months - 1 year**

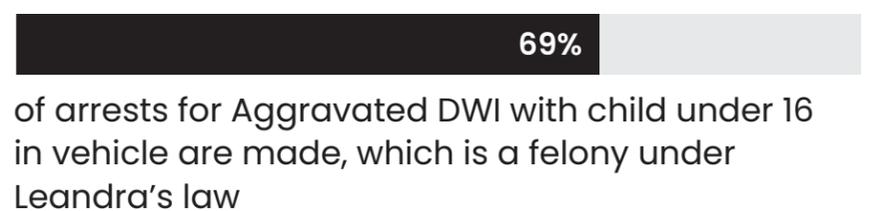
Let loose on weekends — but not behind the wheel

Before you go out, always Have a Plan that includes a safe ride⁴

On the weekend...



Between 6pm and 3am...



Have a Plan.

Because when you don't Have a Plan, what began as the best night out can end as the worst night of your — or someone else's — life.



¹ "Drunk Driving," NHTSA: <https://www.nhtsa.gov/risky-driving/drunk-driving>

² "NYS Alcohol-Related Crash Summary (Police-Reported) - Fatalities/Persons Injured," TSSR, 2020 data

³ "Penalties for alcohol or drug-related violations New York DMV | Penalties for alcohol or drug-related violations (ny.gov)

⁴ "New York State Fact Sheet on Alcohol and Drugged Driving Arrests (TSLED Only)," Institute for Traffic Safety Management and Research, November 2021 / "New York State Fact Sheet on Alcohol-Related Crashes," Institute for Traffic Safety Management and Research, November 2021 / "New York State Fact Sheet on Drivers Arrested for ADWI with Child under Age 16 in Vehicle (VTL 1192.2ab)," Institute for Traffic Safety Management and Research, December 2021