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FOR IMMEDIATE RELEASE

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**Saratoga County to Participate in Statewide STOP-DWI
LABOR DAY / END OF SUMMER
“High Visibility Engagement Campaign”**

STOP-DWI Impaired Driving High Visibility Engagement Campaign runs August 20 – September 6

Saratoga County Sheriff Michael Zurlo today announced today that the Saratoga County Sheriff’s Office, police agencies and STOP-DWI Coordinators will participate in special efforts to bring awareness to the dangers of impaired driving.

The statewide STOP-DWI High Visibility Engagement Campaign will start on Friday, August 20th and will end on Monday September 6th. Labor Day / End of Summer is one of the busiest travel times of the year and marks the official end of summer. New York State Police, County Sheriffs, municipal law enforcement agencies and local STOP-DWI Programs will collaborate across the state and will be out in force in this coordinated effort to reduce the number of impaired driving-related injuries and deaths.

Saratoga County Sheriff Michael Zurlo said, “As summer comes to a close, the Saratoga County Sheriff’s Office reminds residents to enjoy their end of summer and Labor Day celebrations responsibly. Our deputies and law enforcement partners are stepping up our efforts now through Labor Day to ensure the safety of everyone on our roadways. If you choose to drink, never drive impaired and always have a plan to get home safely.”

The STOP-DWI Labor Day / End of Summer High Visibility Engagement Campaign is one of many statewide initiatives promoted by STOP-DWI NY and the Governor’s Traffic Safety Committee. The Statewide STOP-DWI High Visibility Engagement Campaign also targets Memorial Day, July 4th, Halloween, Thanksgiving, Holiday Season, Super Bowl weekend and St. Patrick’s Day.

Highly visible, highly publicized efforts like the STOP-DWI High Visibility Engagement Campaign aim to further reduce the incidence of drunk and impaired driving.

You can help to make a difference by Having a Sober Plan! Download our mobile app – “Have a Plan” and you will always be able to find a safe ride home www.stopdwi.org/mobileapp Impaired driving is completely preventable. All it takes is a little planning.

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