



FOR IMMEDIATE RELEASE

November 24, 2020

Statewide law enforcement agencies are looking for drunk drivers

NMDOT releases new ENDWI commercials

SANTA FE – Law enforcement agencies will be out in force across New Mexico looking for drunk drivers as part of a holiday season safety campaign that also includes new radio and TV ads, the New Mexico Department of Transportation announced. The law enforcement push runs through Jan. 4.

According to the National Highway Traffic Safety Administration, nearly 30 people die in drunk driving crashes every day in the United States. That's one person every 48 minutes. Drunk driving crashes claim more than 10,000 lives per year, according to NHTSA. The state traffic safety division reports so far this year 92 people have been killed in alcohol-involved crashes in New Mexico.

The new ENDWI ads begin airing November 24th, 2020. The campaign focuses on individuals who are facing the consequences of DWIsolation. During the pandemic most of us are living in isolation to ensure the health and safety of ourselves and family members but those who choose to drink and drive may be facing a more difficult and long-lasting isolation, DWIsolation.

"New Mexico Department of Transportation wants all New Mexicans to remain safe and healthy. People should remain home and limit travel based on essential needs during the current health crisis," said Transportation Secretary Mike Sandoval. "If you need to travel please make responsible decisions and help keep yourself and others safe by not drinking and driving and wear a mask whenever you are out during this holiday season."

- NMDOT ENDWI AVOID DWIsolation TV 30 sec English
<https://youtu.be/vfrDQRqIDeU>
- NMDOT ENDWI AVOID DWIsolation 60 sec Long Form Video
<https://youtu.be/c6PDJUXM-fs>
- NMDOT ENDWI AVOID DWIsolation 15 seconds Pre-roll
<https://youtu.be/ouWp1b9VbMk>
- NMDOT ENDWI AVOID DWIsolation TV 30 sec Spanish
<https://youtu.be/ALRmNrHxibs>

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NMDOT
Mobility for everyone