



FOR IMMEDIATE RELEASE

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NMDOT unveils new ENDWI campaign

ENDWI Campaign

The New Mexico Department of Transportation's Traffic Safety Division (NMDOT-TSD) is releasing a new, summer ENDWI campaign capitalizing on the iconic good versus bad behaviors. This concept created by local advertising agency RK Venture takes a serious topic and uses a healthy dose of humor to convey good versus bad choices through a personified angel and devil who share a space in an 'Afterlife Office.' The campaign will include television, radio, billboard, digital advertising, and social media promotions.

"For the past 10 years, the ENDWI campaign has worked tirelessly to reduce the number of drunk driving related crashes and fatalities by promoting designated drivers, safe rides, and responsible alcohol consumption," said Transportation Secretary Mike Sandoval. "The new campaign is positive, affective, good humored and casts New Mexico drivers as heroes. The approach is refreshing and unique. You won't see the effects of DWI, you'll see people doing the right thing to prevent tragic consequences."

News Conference

The media is invited to attend an in-person news conference Friday, June 25 at 10 a.m. inside the NMDOT District 3 auditorium. Guests will view the new commercial spots, kick off summer enforcement, promote a safe ride program and discuss the impact legalizing recreational marijuana may have on traffic safety.

Masks will be mandatory. Speakers include Lt. Governor Howie Morales and New Mexico State Police Chief Robert Thornton. Representatives from the Albuquerque Police Department (APD), Bernalillo County Sheriff's Office (BCSO) and Behavioral Health Services, Mothers Against Drunk Driving (MADD), and Safer New Mexico Now will also be in attendance.

Law Enforcement Partnership

During the news conference the department will highlight its partnership with law enforcement agencies to kick off '100 Days and Nights of Summer.' The campaign encourages law enforcement to conduct checkpoints and saturation patrols during a

100-day period from June 20 through Sept. 27, 2021. According to the NMDOT-TSD, the warmer months tend to yield more drunk driving, speeding and seat belt violations than other months. July is one of the highest months for alcohol related crashes and fatalities.

DWI Stats

In 2019, 149 people were killed in alcohol-related crashes in New Mexico which made up 40% of total fatal crashes. That same year, 1,466 people were injured in alcohol-involved crashes. There were 10,376 DWI arrests.

Collaborative DWI Prevention

In 2017, the NMDOT-TSD partnered with Cumulus radio, Bernalillo County Behavioral Health Services, City of Albuquerque Family and Community Services, UBER and private sponsors to create the ‘Take a Ride on Us’ program which to date has provided 22,593 safe rides home to New Mexicans living in the Albuquerque metro area who choose not to drink and drive.

Take a Ride on Us

Ready for download on Monday, June 29, an Uber code offering 1000 rides will be available during the 4th of July holiday weekend. Participants will receive \$10 off rides, two rides per person beginning Friday, July 2 at noon through 3 a.m. Tuesday, July 6 when they access the credit through the Uber app using the code: USA2021. Tips are not included, and refunds are not provided for trips costing less than the \$10 credit. The code is not valid for use with Uber Eats.



NMDOT
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