



**TENNESSEE COMBINED MESSAGING
DEMONSTRATION PROJECT
MORE COPS. MORE STOPS.
SAMPLE NEWS RELEASE**

FOR IMMEDIATE RELEASE:

[Date]

CONTACT:

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***More Cops. More Stops. Across Tennessee
Through Thanksgiving Weekend
State and Local Law Enforcement Cracking Down on
Traffic Safety Violations to Help Save More Lives***

[City, State] – Tennessee drivers beware. [Local Law Enforcement Organization] is teaming with law enforcement agencies all across the state between now and the busy Thanksgiving travel season to crack down on traffic safety violations.

State and local law enforcement will be out in force to remind all drivers and passengers to never drink and drive, always buckle up, obey the speed limit, and eliminate all distractions in the vehicle while driving.

This special enforcement crackdown is part of the state’s new *More Cops. More Stops.* campaign to help save more lives on Tennessee’s roadways.

“We want everyone to be safe while traveling on Tennessee’s roadways this busy Thanksgiving season,” said [Law Enforcement Leader]. “So we are teaming with other state and local law enforcement officials on this special ‘*More Cops. More Stops.*’ campaign to crack down and strongly enforce our most basic and important highway safety laws.”

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Sixty-nine percent of 18 to 34 year old passenger vehicle occupants killed in Tennessee crashes during 2009 were NOT wearing their seat belts at the time of the crash.

“Not wearing your seat belt will get you a ticket, but we will also be cracking down on speeding and distracted driving, and especially on anyone drinking and driving,” said **[Law Enforcement Leader]**.

[Law Enforcement Leader] said nearly one-third of those killed on Tennessee’s highways during 2009 involved drivers or motorcycle operators with a blood alcohol concentration (BAC) of .08 or above at the time of the deadly crash.

Tennessee is teaming with the U.S. Department of Transportation, National Highway Traffic Safety Administration on this important national demonstration project, as one of only two States, to test the effectiveness of a new combined high visibility enforcement campaign designed to reduce drunk driving, boost seat belt use, and crack down on speeding and distracted driving, particularly among young adult males. Research and fatal crash statistics show that young adult males are most likely to practice high-risk behaviors while driving, such as not wearing seat belts and/or drinking and driving.

“Impaired driving will not be tolerated. There will be no warnings or excuses. If you drive drunk, you will be stopped and you will be arrested,” **[Law Enforcement Leader]** said. “But speeding, distracted driving and failing to wear your seat belt will also cost you. Please help us get the word out this Thanksgiving season. *More Cops. More Stops.* We will be out in force to help save more lives on Tennessee’s roadways.”

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