

Kansas Department of Transportation

Bureau of Traffic Safety
700 SW Harrison
Topeka, KS 66603-3754



NEWS RELEASE

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For more information, contact:

Chris Bortz
KDOT Bureau of Traffic Safety
785-296-3756
or
Neal Thurman
Corporate Communications Group
913-451-2990

You Drink. You Drive. You Lose.

Wichita, Kan. – Drunk driving is one of America’s most-often-committed and deadliest crimes. In fact, during 2004, nearly 13,000 people nationwide were killed in highway crashes involving an impaired driver or motorcycle operator with an illegal blood alcohol concentration of .08 or higher. The picture for motorcycle operators is particularly bleak; nationally, 41 percent of the 1,672 motorcycle operators who died in single-vehicle crashes in 2004 had BAC levels of .08 or higher.

That is why the Kansas Department of Transportation announced today it will be joining with thousands of other law enforcement and highway safety agencies across the nation during August and over the Labor Day holiday to launch an aggressive crackdown on impaired drivers.

“Make no mistake: No matter what you drive, if you are caught driving impaired, you will be arrested,” said Pete Bodyk, chief of KDOT’s bureau of traffic safety. “*You Drink. You Drive. You Lose.* It’s as simple as that.”

“Law enforcement agencies across the state of Kansas – and around the nation – will be out in full force conducting sobriety checkpoints and saturation patrols to get drunk drivers off the road,” said Col. William Seck of the Kansas Highway Patrol. “We want everyone to play it safe and always designate a sober driver or find a different way home if they have been out drinking.”

Driving with a BAC of .08 or higher is illegal in every state. Although drunk driving fatalities across the nation declined slightly in 2003 and 2004, alcohol-related fatalities are projected to increase in 2005. According to the FBI’s Uniform Crime Report, more than 1.4 million people were arrested for driving under the influence during 2004.

“Drunk driving is simply not worth the risk,” said Bodyk. “You not only risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for impaired driving can be significant. So don’t take the chance. Remember: *You Drink. You Drive. You Lose.*”

The *You Drink. You Drive. You Lose.* impaired driving crackdown is a comprehensive impaired driving prevention program that focuses on combining high-visibility enforcement with heightened public awareness through advertising and publicity.

This year’s effort is supported by \$11 million in paid national advertising to help put everyone on notice that those caught driving impaired will be arrested.

For more information, please visit www.ksdot.org/burTrafficSaf/.

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