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For Immediate Release

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**Seneca County to Participate in Statewide STOP-DWI Super Bowl Weekend
Crackdown Enforcement Effort**

Impaired Driving Crackdown runs February 1 – 4, 2013

Seneca County Sheriff Jack Stenberg, Waterloo Police Chief Doyle Marquart, Seneca Falls Police Chief Stuart Peenstra, New York State Police Troop E Major Mark Koss and Interlaken Police OIC Leon Anderson announced today that Seneca County police agencies will participate in a special enforcement effort to crackdown on impaired driving.

The statewide STOP-DWI Crackdown efforts start on February 1st and will end on February 4th. Super Bowl Weekend is historically a deadly period for impaired driving. Sheriff's Deputies, Troopers, and local police across the state will be out in force to reduce the number of alcohol related injuries and deaths.

The STOP-DWI Super Bowl Weekend Crackdown is one of many statewide enforcement initiatives promoted by the New York State STOP-DWI Association. The Statewide STOP-DWI Crackdown Campaign also targets St. Patrick's Day, Memorial Day, 4th of July and Labor Day Weekend, Halloween and the national Holiday Season in December. These efforts are supported with funding from both the Governor's Traffic Safety Committee and the National Highway Traffic Safety Institute.

Seneca County STOP-DWI Coordinator, Undersheriff Gary Sullivan, offered the following tips for the upcoming Super Bowl Weekend.

If you're attending a Super Bowl party or watching the game at a sports bar or restaurant:

- Designate your sober driver before the party begins.

- Avoid drinking too much alcohol too fast. Pace yourself. Eat plenty of food, take breaks, and alternate with non-alcoholic drinks.
- If you don't have a designated driver, ask a sober friend for a ride home; call a cab, friend, or family member to come and get you; or if possible stay where you are for the night and don't drive until you are sober.
- Never let friends drive drunk. Arrange a safe way for them to get home.
- Always buckle up. It's still your best defense against other drunk drivers.

If you're hosting a Super Bowl party:

- Make sure all of your guests designate their sober drivers in advance, or help arrange ride-sharing with sober drivers.
- Serve plenty of food and non-alcoholic beverages at the party.
- Host your party just like they do at the stadium. Stop serving alcohol at the end of the third quarter of the game. The fourth quarter is perfect for serving coffee and dessert.
- Keep the phone numbers of local cab companies on hand and take the keys away from anyone who is thinking of driving drunk.
- Remember, you can be held liable and prosecuted if someone you served ends up in a drunk-driving crash.
- If an underage person drinks and drives, the parent may be legally liable for any damage, injury or death caused by the underage driver.
- Likewise, parents or other adults who provide alcohol to, or host a party where alcohol is available to, those under age 21 could face jail time.

While STOP-DWI efforts across New York have led to significant reductions in the numbers of alcohol and drug related fatalities, still too many lives are being lost because of crashes caused by drunk or impaired drivers. Highly visible, highly publicized efforts like the STOP-DWI Crackdown Campaign aim to further reduce the incidence of drunk and impaired driving.