STATION LETTERHEAD OR PRESS RELEASE HEADER

**Contact:**

Name

Title

Phone Number

Email

 FOR IMMEDIATE RELEASE

**[Station] joins National Effort to Support
Anti-Drunk Driving PSAs during Holiday Season**

*”Project Roadblock” Initiative continues Record-Breaking Support
for “Buzzed Driving is Drunk Driving” Campaign*

[*City and state; date of release*]-- In [state], [fatality #] lives were lost to drunk driving in 2016, according to the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA)[, making it one of the top ten deadliest states for drunk driving fatalities]. To help make our roads safer during the holiday season, [station] is participating in the Television Bureau of Advertising (TVB)’s 14th annual “Project Roadblock” initiative, in which local broadcast TV stations donate airtime to support NHTSA and the Ad Council’s “Buzzed Driving is Drunk Driving” PSA (public service advertising) campaign.

According to statistics from NHTSA, in 2016 drunk driving claimed a life every 50 minutes. At Project Roadblock’s inception in 2004, December was one of the deadliest drunk driving months of the year. As of 2016, it is the third least deadly.

For over a decade, local broadcast TV stations have participated in Project Roadblock by airing Buzzed Driving Prevention PSAs during the concentrated six-day period between December 26 and 31, with a special push at 10 p.m. local time on New Year’s Eve. [Station] has been proud to participate in Project Roadblock since [year].

*[Quote from station spokesperson about your participation in Project Roadblock and the importance of the issue.]*

2016 was the most successful year to date for Project Roadblock. Over 1,000 local broadcast TV stations from all 50 states participated, collectively donating a record $9.4 million in media value– an increase of over a million dollars from 2015. Since Project Roadblock’s inaugural year in 2004, broadcast TV stations across the nation have donated nearly $60 million in media to support this effort.

“Local broadcast TV stations demonstrate their commitment to the safety and wellbeing of their local communities through lifesaving emergency news and information every day,” said Steve Lanzano, President and CEO of TVB. “Through the united efforts of Project Roadblock for the past 13 years, local broadcasters have increased awareness and reduced incidents of drunk driving. TV station owners are proud to participate in this critical initiative using the unparalleled reach and influence of local broadcast TV.”

For Project Roadblock 2017, [station] will feature PSAs designed to help individuals question the decision to get behind the wheel after drinking. This year’s PSAs spotlight the [“warning signs”](https://www.youtube.com/watch?v=qokewrknyw4) of being too buzzed to drive, and emphasize the [financial consequences](https://www.youtube.com/watch?v=WyVDlAXVHm0) of being caught drinking and driving.

Local businesses, such as car dealerships and auto repair shops, can sponsor PSAs to show their support for this important issue. [Local sponsors for [station’s] 2017 Project Roadblock include [list of sponsors.]]

“The holidays are a time for Americans to enjoy with friends and family. And while they are celebrating, NHTSA is on duty, working to ensure a season of safe travels,” said Deputy Administrator Heidi King, National Highway Traffic Safety Administration. “Project Roadblock is critical to getting our message out through donated airtime on TV stations across the country: always drive sober.”

For more information about Project Roadblock, visit [tvb.org/projectroadblock](http://www.tvb.org/projectroadblock), and follow the campaign online using hashtag #ProjectRoadblock on Facebook and Twitter.

###

**DATA SOURCE**

**NHTSA.gov:** <https://www.nhtsa.gov/risky-driving/drunk-driving>

**ABOUT [station]**

*[Station’s boilerplate info]*

**TVB**

TVB is the not-for-profit trade association representing America’s $21 billion local broadcast television industry. Its members include over 800 individual television stations, television broadcast groups, advertising sales reps, syndicators, international broadcasters and associate members. TVB actively promotes local media marketing solutions to the advertising community and works to develop advertising dollars for the medium’s multiple platforms, including on-air, online and mobile. TVB provides a diverse variety of tools and resources, including tvb.org, to support its members and to help advertisers make the best use of local ad dollars.

**NHTSA**

For more than four decades, the National Highway Traffic Safety Administration (NHTSA) has served as the key federal agency charged with improving safety on our nation’s roadways. As part of the U.S. Department of Transportation, NHTSA is working to reduce traffic-related deaths and injuries by promoting the use of safety belts and child safety seats; helping states and local communities address the threat of drunk drivers; regulating safety standards and investigating safety defects in motor vehicles; establishing and enforcing fuel economy standards; conducting research on driver behavior and traffic safety; and providing consumer information on issues ranging from child passenger safety to impaired driving. For more information, visit <http://www.nhtsa.gov>.