STATION LETTERHEAD OR PRESS RELEASE HEADER

**Contact:**

Name

Title

Phone Number

Email

FOR IMMEDIATE RELEASE

**[Station] Celebrates 15 Years of Saving Lives with Project Roadblock**

*”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 2017, according to the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA)[, making it one of the top fifteen 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 15th 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.

For a decade and a half, 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.]*

2017 was a highly successful year for Project Roadblock. Over 1,000 local broadcast TV stations from all 50 states participated, collectively donating $7.9 million in media value. Since Project Roadblock’s inaugural year in 2004, broadcast TV stations across the nation have donated over $66 million in media to support this effort.

“Local broadcast TV stations strive to provide integral news and lifesaving information to their communities every day,” said Steve Lanzano, President and CEO of TVB. “Proudly participating in Project Roadblock since its inception 15 years ago, local broadcasters have increased awareness of this critical initiative and helped make roads safer across the United States during the holidays.”

For Project Roadblock 2018, [station] will feature [a new PSA](https://youtu.be/y9r9_0aIR5A) that spotlights the “warning signs” of being too buzzed to drive.

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] 2018 Project Roadblock include [list of sponsors.]]

“The holiday season should be one of the happiest times of the year, but when drinking and driving mix, it turns into one of the deadliest ones,” said NHTSA Deputy Administrator Heidi King. “For 15 years, Project Roadblock has been spreading the message through donated airtime on TV stations across the country that *Buzzed Driving is Drunk Driving*, helping us ensure Americans have a safe season on the roads.”

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.

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**DATA SOURCE**

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

**ABOUT [station]**

*[Station’s boilerplate info]*

**The Ad Council**

The Ad Council brings together the most creative minds in advertising and media to address the most worthy causes. Its innovative, pro bono social good campaigns raise awareness. They inspire action. They save lives. To learn more, visit [AdCouncil.org](http://www.adcouncil.org/), follow the Ad Council’s communities on [Facebook](http://www.facebook.com/adcouncil) and [Twitter](http://www.twitter.com/adcouncil), and view the creative on [YouTube](http://www.youtube.com/adcouncil).

**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>.