STATION LETTERHEAD OR PRESS RELEASE HEADER

**Contact:**

Name

https://projectroadblock.adcouncilkit.org/wp-content/uploads/sites/47/2020/10/Project-Roadblock-2020-Customizable-Release\_v1.docxTitle

Phone Number

Email

FOR IMMEDIATE RELEASE

**[Station] Celebrates 18 Years of Saving Lives with Project Roadblock**

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

[*City and state; date of release*]-- In [state], [fatality #] lives were lost to drunk driving in 2018, according to the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA)[, making it one of the 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 18th 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.]*

2020 was a highly successful year for Project Roadblock. Over 1,000 local broadcast TV stations from all 50 states participated, collectively donating millions in media value. Since Project Roadblock’s inaugural year in 2004, broadcast TV stations across the nation have donated nearly $70 million in media to support this effort.

“Every day local broadcast TV stations serve their communities with critical news, weather and information,” said Steve Lanzano, President and CEO of TVB. “For the 18th year, local broadcasters will demonstrate their ongoing commitment to the safety and wellbeing of their communities by participating in this vital, lifesaving anti-buzzed driving campaign.”

For Project Roadblock 2021, [station] will feature a new PSA 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] 2021 Project Roadblock include [list of sponsors.]]

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](https://www.tvb.org/default.aspx) is the not-for-profit trade association representing America’s local broadcast television industry. Its members include the U.S. 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 its website, 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>.