



## **Alliance Against Intoxicated Motorists**

Woodfield Grove, Suite 131

870 East Higgins Road

Schaumburg, IL 60173

Phone (847) 240-0027

Toll free (888) 240-0027

Fax (847) 240-0028

[www.aaim1.org](http://www.aaim1.org)

FOR IMMEDIATE RELEASE

Contact: Rita Kreslin, 847-240-0027

[rita@aaim1.org](mailto:rita@aaim1.org)

### **SUPER BOWL WEEKEND GAME PLAN PICK YOUR TEAM NOW: ARE YOU DRINKING OR ARE YOU DRIVING?**

Schaumburg, IL February 5, 2021– Super Bowl Sunday is the day when folks all over the state will be cheering on their favorite Super Bowl team with a glass of spirits. Unfortunately, on that same day, many sports fans will be leaving parties too impaired to drive, and innocent people will be killed or maimed — Super Bowl is a day equal to New Year’s Eve for over-indulging to celebrate.

As part of the Drive Sober or Get Pulled Over campaign, AAIM supports the Illinois Department of Transportation (IDOT), Illinois State Police (ISP) and police and sheriff’s departments throughout Illinois as we strongly urge fans to come up with a game plan now: Drinking or driving, but not both.

“DUIs are responsible for nearly one-third of all fatal crashes in Illinois. A single DUI can cost thousands of dollars, suspension of driving privileges, potential jail time, or worse, cause the death of another motorist,” said Rita Kreslin, Executive Director. “Plan ahead to arrive home safely this Super Bowl weekend by designating a driver or catching a cab. Regardless of how the game turns out, Everyone wins when we all make it home safe.”

## **If you're attending a Super Bowl Party**

- Designate your sober driver before the party begins
- Keep track of how much you have had to drink. If you're feeling buzzed, you're probably

over the 0.08 limit

- Make sure your ride is sober before getting in the vehicle
- If you don't have a designated driver, call a cab, friend, or family member to pick you up. If

possible, stay where you are for the night and don't drive until you are sober

- Use your community's sober ride program, if available
- Never let friends drive drunk. Arrange a safe way for them to get home

## **If you're hosting a Super Bowl party:**

- Make sure your guests designate sober drivers in advance. Or arrange rides for them
- Serve plenty of food and non-alcoholic beverages
- Stop serving alcohol at the end of the third quarter of the game, just like at the stadium
- Take the keys away from anyone who is thinking of driving drunk.
- You can be prosecuted if someone you served ends up in a drunk-driving crash. If an

underage person drinks and drives, the parent or provider may be legally liable for any damage, injury or death caused by the underage driver.

In Illinois during 2016, 1,078 individuals were killed in crash fatalities, and 93,160 suffered injuries, thirty percent of those fatalities were alcohol-related.

AAIM is urging motorists to make the right play this weekend and every day, buckle up and ***don't drive impaired.***