

PUBLIC SERVICE ANNOUNCEMENTS
(For television, radio, newspapers, and newsletters)

S OBER

- 05: How many drinks can you have and still be okay to drive? The answer? Zero. This is _____ reminding you to **Drive S.M.A.R.T.** Drive sober.
- 10: Alcohol begins to affect your ability to drive after the first drink. The first one. When you think about what you have to lose: your license, your freedom, and possibly your life, ask yourself, "Is it really worth it?" This is _____ asking you to **Drive S.M.A.R.T.** and drive sober.
- 15: In Virginia, in 1997, there were 302 alcohol-related traffic fatalities and 9,124 alcohol-related injuries. If you go out and plan to drink, do everyone a favor and designate a driver. The life you save could be your own. This is _____ reminding you to **Drive S.M.A.R.T.** and drive sober.

M ODERATE SPEED

- 05: Of the 984 total traffic fatalities in Virginia in 1997, almost 28% were speeding-related. This is _____ reminding you to **Drive S.M.A.R.T.** and maintain a moderate speed.
- 10: In 1997, 13,036 lives were lost in speeding-related crashes. The economic cost of speeding-related crashes is estimated by the National Highway Traffic Safety Administration to be \$54, 964 per minute. This is _____ asking you to **Drive S.M.A.R.T.** and obey all posted speed limits. Speeding – it's not worth it.
- 15: As the busy travel season approaches, please remember to **Drive S.M.A.R.T.** By obeying all posted speed limits you can make your trip a much safer one. This is _____ reminding you to maintain appropriate speeds on the road, especially in school zones and construction areas. The life you save could be your

A LERT

- 05: Tired? Preoccupied? If you are, then the last place you should be is behind the wheel of a car. This is _____ reminding you to **Drive S.M.A.R.T.** and drive alert.