



# News

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## **95 Alive launch summer drink drive campaign**

A new hard hitting campaign to stop drink drivers has been launched in North Yorkshire - backed by the Police, the 95 Alive Road Safety Partnership and, the Black Sheep Brewery.

The aim is to shake up people who may have been drinking and driving for years and getting away with it and to make younger drivers realise it's not an option.

People are being encouraged to "Shop a killer – Stop a killer" and give information about drink drivers to the police and Crimestoppers.

But with the credit crunch and so many pubs closing down campaigners are also keen to support local pubs, breweries and restaurants through the DESignated Driver campaign.

Since 2005, 26 people have died and 204 have been seriously injured because of drink driving. The figures are reducing but there is no room for complacency. There has been a slight increase in the number of positive breath tests in June compared to the same period last year.

Leaflets, posters and beer mats will be distributed throughout the County and a radio campaign is being run through the summer.

Anyone involved in a collision or who commits a traffic offence, however minor, or is suspected of having alcohol in their body will be breathalysed

Inspector Dave Brown, Head of Strategic Roads Policing said: "North Yorkshire Police will continue to remove the criminal driver from the roads at every opportunity.

"Drink driving messages are in danger of becoming repetitive and I don't want the motoring public to get blasé about this issue. We will act on every single piece of information the public give us to stop the minor element who still think the risk of being caught driving whilst under the influence of drink or drugs is minimal. You could save a life – it really is that simple."

Paul Theakston, Managing Director of Black Sheep Brewery, said: "Black Sheep Brewery is keen to support the 95 Alive campaign to encourage responsible drinking habits. Customers visiting Black Sheep and other local pubs should be able to enjoy a drink but stay safe by not drink driving, by calling a taxi or by nominating a designated driver."

North Yorkshire County Councillor John Fort, Executive Member for Road Safety said: "We want people to go out and enjoy our wonderful countryside and visit the many excellent pubs and restaurants, but drink driving cannot be tolerated. It ruins lives, sometimes the drinker's, all too often it's an innocent victim who is killed or seriously injured. That's why it's so important people use DESignated drivers or get a taxi."

The campaign is being launched at Black Sheep Brewery, Masham, at 11:30am on Wednesday July 8. The Media are invited to attend.

**Ends**

**06-07-09**

For further information contact Janet Gleeson, 95 alive Campaign Coordinator on 01609 798304.

95 ALIVE

The 95 Alive York and North Yorkshire Road Safety Partnership is a partnership of local authorities, emergency services and other agencies that have a common interest and duty to reduce the number of people who are killed and injured on the roads of York and North Yorkshire. They have set themselves a target to save an additional 95 lives by the end of 2010. This is over and above the 40 per cent reduction in casualties that is already demanded of them by Government.