



NEWS FROM THE OFFICE OF  
**ADAM J. BELLO**  
MONROE COUNTY EXECUTIVE

**For Immediate Release**

**February 7, 2025**

## **County Executive Adam Bello & Monroe County STOP-DWI Remind Drivers That Fans Don't Let Fans Drive Impaired**

*Commit to Sober Driving for Super Bowl LIX Weekend*

**ROCHESTER, NY** — Super Bowl weekend is full of celebrations and exciting moments. Monroe County Executive Adam Bello, law enforcement agencies and STOP-DWI are reminding drivers that fans don't let fans drive impaired.

The statewide STOP-DWI 2025 Impaired Driving High Visibility Engagement Campaign begins on Saturday, February 8 and ends on Monday, February 10. Through an increase in community awareness and more road visibility, local law enforcement agencies are hoping to reduce the number of drug-and-alcohol-related crashes that can cause injuries and deaths.

Monroe County STOP-DWI's social media campaign, "Have a Plan Before Kickoff," launched this week and features County Executive Bello, Monroe County Sheriff Todd Baxter, Monroe County Clerk Jamie Romeo and others getting ready for the game and sharing safe driving tips.

**"Everyone can work together to create a memorable weekend for all the right reasons," said County Executive Bello. "It is always worth it to find a safe ride home."**

Before the game, drivers must have a plan for a sober ride. If you're attending a party and consume drugs and/or alcohol, make sure you select a designated driver beforehand so you can travel home safely. It can be difficult to communicate and make this choice once you are impaired.

If you plan to be the designated driver, please take this responsibility seriously and do not consume any drugs or alcohol. Your positive influence could help keep yourself and others safe. Impaired driving is illegal and deadly, and these crashes can have life-altering consequences for you, a loved one, or a stranger.

A free mobile app is available to help individuals locate a safe way home. The app is called "Have a Plan" and is free through the Apple App Store and Google Play Store. It was created by the New York State Governor's Traffic Safety Committee and the NYS STOP-DWI Foundation.

The STOP-DWI Super Bowl High Visibility Engagement Campaign is one of many statewide initiatives promoted by STOP-DWI NY and the Governor's Traffic Safety Committee to further reduce the incidence of impaired driving. The Statewide STOP-DWI High Visibility Engagement

Campaign also targets Memorial Day, July 4th, Labor Day/End of Summer, Halloween, Thanksgiving, Holiday Season and St. Patrick's Day.

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