



For Immediate Release

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MONROE COUNTY TO PARTICIPATE IN STATEWIDE STOP-DWI LABOR DAY / END OF SUMMER “HIGH VISIBILITY ENGAGEMENT CAMPAIGN”

STOP-DWI Impaired Driving High Visibility Engagement Campaign ends Monday, September 2

ROCHESTER, NY — Monroe County Executive Adam Bello announced today that Monroe County police agencies and the Department of Public Safety STOP-DWI Program will participate in special efforts this weekend to bring awareness to the dangers of impaired driving.

Labor Day Weekend signals the end of summer and a final chance to spend time with family and friends before the new school year. New York State Police, Sheriff’s offices, municipal law enforcement agencies and local STOP-DWI Programs will collaborate across the state throughout Labor Day Weekend to reduce the number of impaired driving-related injuries and deaths.

If you are planning to use any impairing drug, including alcohol, do not drive. Designate a sober driver who will not be using any substances, or call a ridesharing service or taxi. Impaired driving is completely preventable. All it takes is having a plan and holding each other accountable.

STOP-DWI NY, with funding from the Governor’s Traffic Safety Committee, provides a mobile app to help individuals find a safe way home if they do plan to go out and drink. The app is called “Have a Plan” and is free through the Apple App Store and Google Play Store.

“Far too many lives across our community have been torn apart by the actions of drunk drivers. There is no excuse for drunk or impaired driving,” **said County Executive Bello**. “If your Labor Day plans include alcohol, please be safe and responsible, have a designated driver or other safe way to get home and importantly, don’t drink and drive. I thank all of our law enforcement agencies for joining together for this important high visibility engagement campaign.”

“We are grateful to all of our officers and corresponding law enforcement agencies who are putting a focus on enforcement of impaired driving as summer winds down,” **said Lindsay Tomidy, Monroe County’s STOP-DWI coordinator**, “Our office is always disheartened to read of the preventable crashes in the news. We’re hopeful that this awareness and an increase in enforcement efforts can curb some of those choices we’ve seen being made.”

The STOP-DWI Labor Day / End of Summer High Visibility Engagement Campaign is one of many statewide initiatives promoted by STOP-DWI NY and the Governor’s Traffic Safety Committee. The Statewide STOP-DWI High Visibility Engagement Campaign also targets Memorial Day, July 4th, Halloween, Thanksgiving, Holiday Season, Super Bowl weekend and St. Patrick’s Day.

Highly visible, highly publicized efforts like the STOP-DWI High Visibility Engagement Campaign aim to further reduce the incidence of drunk and impaired driving. You can learn more about ways our program can help bring more awareness to safety on our roadways at www.monroecounty.gov/ts.