



STATE OF NEW MEXICO
GOVERNOR BILL RICHARDSON



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Governor Bill Richardson Announces New DWI Initiatives

Governor strengthens DrunkBusters Program; releases new TV ad; puts more police on the streets

SANTA FE – Governor Bill Richardson today announced several new DWI initiatives as part of 100 Days and Nights of Summer campaign to prevent drunk driving.

The Governor is strengthening the popular DrunkBusters program by warning every owner of a vehicle reported by vigilant motorists as potential DWI violators. The Governor also kicked off a new Superblitz campaign and unveiled a new TV ad to highlight the consequences of drunk driving during the holiday weekend.

“With the 4th of July approaching, we are ramping up efforts to combat DWI,” said Governor Richardson. “We’re attacking DWI head-on with a comprehensive effort to keep drunk drivers off of our roads, and to punish those who ignore our warnings.”

New DrunkBusters Initiatives

Governor Richardson today unveiled a new pilot program and the potential expansion of DrunkBusters. Beginning this week, the Department of Public Safety will send courtesy letters to registered owners of vehicles reported to the State’s #DWI DrunkBusters hotline.

The goal of the **DrunkBusters letter** is to advise owners that their vehicle was reported driving erratically or in a dangerous manner. The letters will detail the time, date and location of the reported incident. Public Safety expects to send out approximately 16,000 letters annually, based on the number of calls received in 2007.

“We want drunk drivers to know that their fellow citizens are noticing and reporting unsafe driving,” said Rachel O’Connor, DWI Czar.

The Governor also awarded **DrunkBusters Citizen Awards** to several concerned citizens whose calls to the DrunkBusters Hotline resulted in a DWI arrest.

Award recipients include:

- Jimmy Bridge, Tularosa
- Emmit Brooks, Las Cruces
- Samantha Chavez, Albuquerque
- Patricia Mabry, Moriarty
- Randy Roybal, Albuquerque
- Jaycie Silva, Las Vegas
- Steve Vigil, Ranchos de Taos

July 4th Superblitz

Governor Richardson announced the 4th of July DWI Superblitz will kick off on July 3 and run through July 6. Over the holiday weekend there will be intense anti-DWI enforcement intended to deter drunk and reckless driving by holiday party-goers and other motorists.

“New Mexico State Police and law enforcement across the state will be at checkpoints and on the roads this holiday weekend to protect the public by putting drunk drivers in jail. A DWI arrest can be a life-altering event, and one that can easily be avoided by handing keys over to a designated driver,” says State Police Chief Faron Segotta.

New DWI Prevention Message

A new drunk driving prevention message, entitled “Remorse” will begin airing this month. The TV and radio advertisement portrays the consequences of a DWI arrest. In the ad a backyard picnic goer makes the wrong decision to drive after drinking at the family event and ends up in jail. To watch the TV message, go to <http://nmshtd.state.nm.us/main.asp?secid=16286>.

The DWI initiatives announced are a part of New Mexico’s 100 Days and Nights of Summer traffic enforcement campaign which continues through September 1, 2008.

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