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FOR IMMEDIATE RELEASE

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PSA: St. Patrick's Day and Drinking and Driving

The Area Substance Abuse Prevention Coalition (ASAP) and the North Central District Health Department (NCDHD) would like to remind you that, as one of the country's most popular holidays, St. Patrick's Day has long celebrated the roots of 34.2 million Americans with Irish ancestry. But did you know, in 2014 there were 18 people killed in drunk-driving crashes on St. Pat's Day? Tragically, **March 17 has become one of the nation's deadliest holidays.** According to the National Highway Traffic Safety Administration, during the 2014 St. Patrick's Day holiday period (6 p.m., March 16, to 5:59 a.m., March 18), more than a quarter (28%) of all motor vehicle crash fatalities involved drunk drivers. The early hours of March 18 were even worse: between midnight and 5:59 a.m., nearly half of all crash fatalities involved drunk drivers. If you will be drinking alcohol this year, please do not drive. Remember, even buzzed driving is drunk driving.

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