



## Press Release

### **New TV Campaign Highlights Bloody Truth Behind Drink Driving**

A two month TV campaign on Border spearheads Safer Roads for Cumbria's summer drink drive campaign which starts in July. Themed on "One Pint Can Lead To Another" the advertisement starts with a pint glass of beer that has drops of red liquid falling into it and then focusing onto a pint surgical bag of blood. Similarly themed beer mats and posters will be distributed to pubs through the county along with straws that carry the message "Drink Driving Sucks."

Communications Manager for Safer Roads for Cumbria Kevin Tea commented: "While most people consider Christmas to be the prime time for drinking and driving, summer with BBQ parties and other social events are just as high risk. We need to highlight the simple message that drinking and driving are incompatible and that alcohol impairs driving skills with the potential result being, at best, a stay in hospital.

"There is the temptation to have one pint and feel you are okay to have another but as it is virtually impossible to measure the alcohol absorbed into your body, it is far safer to stick to soft drinks or leave your car behind," Tea added.

The advertisements will be shown over two months on Fridays and Saturday nights.

End

For further information contact Kevin Tea: 01228 221009 or 07717 424511

Attached, copy of One Pint Leads To Another Poster

Note to editors:

Safer Roads for Cumbria is the public face of the Cumbria Road Safety Partnership that comprises the following organisations:

- Cumbria County Council
- Cumbria Constabulary
- Cumbria Fire and Rescue Service
- The Highways Agency
- Capita Symonds
- Cumbria Safety Cameras
- Primary care trusts

Through partnership working, Safer Roads for Cumbria is determined to cut the number of killed and injury collisions (KSIs) on the county's roads in line with the Government's target of a 40 per cent reduction in KSIs by 2010.