



PRESS RELEASE – Dec. 8, 2015

Communications: 972-624-3104

## Ensure a safer holiday and “Plan While You Can”

THE COLONY, Texas — The City of The Colony wishes the community to be aware of the Texas Department of Transportation’s ongoing “Plan While You Can” campaign, which urges party goers to plan for a sober ride this holiday season. The campaign runs through Jan. 1, 2016, and coincides with an increase in DUI patrols and enforcement on state roadways.

“The holidays are a time of celebration and family, but they also require responsible decisions and planning if alcohol is involved,” said TxDOT Executive Director Lt. Gen. Joe Weber, USMC (Ret), in a release. “Our goal is to save families from the heartbreak of losing a loved one. Finding a sober ride is easy and it can save you from being arrested, injured or killed. There is no excuse for drinking and driving.”



According to TxDOT, during last year’s holiday season (Dec. 1, 2014 - Jan. 1, 2015) there were 2,412 alcohol-related traffic crashes in Texas, resulting in 190 serious injuries and 110 fatalities – a nearly 8-percent increase in alcohol-related traffic fatalities over the previous holiday season.

Both the City and TxDOT strongly encourage everyone to plan for a sober ride before going out. Visit [www.SoberRides.org](http://www.SoberRides.org) to find alternatives to drinking and driving, such as:

- calling a taxi or using a transportation app on your smartphone;
- using mass transit;
- asking a sober friend or family member for a ride home; and,
- spending the night at the party or booking a hotel room in advance.

Click [here](#) for more information about TxDOT’s “Plan While You Can” campaign.

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