

VISION ZERO

Zero fatalities. Zero excuses.

FOR IMMEDIATE RELEASE
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Drive Sober or Get Pulled Over Begins December 14 *Ride Sharing App Providing Discount Vouchers*

Grand Forks, ND- The statewide enforcement campaign *Drive Sober or Get Pulled Over* begins December 14 through January 31. Law enforcement across the state will have extra patrols to remove impaired drivers from the road.

In North Dakota in 2017, approximately 1 in 6 adult arrests were for Driving Under the Influence (DUI). Arrests for DUI are 100% preventable if a driver would take personal responsibility to drive sober or plan to have a sober ride.

To encourage drivers to find a sober ride, the North Dakota Department of Transportation, through a grant from the Governor's Highway Safety Association and the ride-hailing service Lyft, will offer \$10 off vouchers on the first 1,000 Lyft rides beginning December 14 to December 31 from 5pm to 2am. Riders can use the code "VisionZeroND" once per ride, but there is no limit on the number of times the code can be used. The Lyft app is available in your app store.

"What a great way to promote a responsible choice of finding a sober ride home with this \$10 off voucher," says Grand Forks Police Chief Mark Nelson. "Keep your holiday season merry and bright by downloading the Lyft app on your phone before you head out for the night. It's an easy way to get everyone home safely."

This [campaign](#) is part of the Vision Zero strategy to eliminate motor vehicle crash fatalities and serious injuries on North Dakota roads.

Visit the [North Dakota Crash Memorial](#) wall to view memorials built on the hope of preventing another death on North Dakota roads.

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