

**NEWS RELEASE
FOR IMMEDIATE RELEASE**
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Celebrate Responsibly: California, Nevada Join Forces for 4th of July Holiday Anti-Impaired Driving Public Awareness Campaign

Messages will target visitors traveling to and from Las Vegas, Lake Tahoe and Reno



FOR NEWS MEDIA: [Download Social Media Assets](#)

WHAT YOU NEED TO KNOW: The California and Nevada Offices of Traffic Safety (OTS), California Highway Patrol (CHP) and California Department of Transportation (Caltrans) are participating in a public education campaign that calls on people headed to Lake Tahoe, Reno and Las Vegas for the 4th of July weekend to drive safe and sober.

SACRAMENTO – From the Las Vegas Strip to Reno’s lights to the shores of Lake Tahoe, the California and Nevada OTS, CHP and Caltrans are joining forces on a new paid social media campaign encouraging people to drive safe and sober as they get away for the 4th of July weekend.

The social media messages will run in the Lake Tahoe/Reno and Victorville, Barstow and Las Vegas areas, asking drivers to celebrate responsibly by not driving under the influence (DUI).

WHY IT MATTERS: The stakes are too high to gamble on a poor decision. During last year’s 4th of July holiday period, 29 people were killed in crashes on California roads and CHP officers made 1,336 arrests for DUI, or one arrest every 17 minutes. In 2023, 1,355 people were killed in alcohol-related crashes on California roads, accounting for a third of all people killed in traffic crashes. In Nevada, 121 people were killed in alcohol-related crashes, or 31% of all people killed in traffic crashes on Nevada roads in 2023.

WHAT THE OTS DIRECTOR STEPHANIE DOUGHERTY SAID: *“Impaired driving is a choice and 100 percent preventable. We want everyone to enjoy their 4th of July holiday, and that starts with a plan for how you will get to and from places safely. Plan ahead for a safe and sober ride and look out for others so everyone arrives at their destination safely.”*

WHAT THE NEVADA HIGHWAY SAFETY DIRECTOR AMY DAVEY SAID: *“As we celebrate our country’s Independence Day, it’s essential to make safety a priority whether you’re enjoying the beaches of Lake Tahoe or the nightlife in Las Vegas. The safest bet that will always pay off is a designated sober driver. Let’s make this holiday a fun and safe one for all.”*

The safety messages will coincide with the CHP and Nevada State Police (NSP) Maximum Enforcement Periods. The CHP and NSP will focus on unsafe speed, people suspected of driving under the influence of alcohol and/or drugs as well as other dangerous traffic violations, such as distracted driving and not wearing a seat belt. The California and Nevada OTS will also support hundreds of local law enforcement agencies over the same holiday period to ramp up patrols that specifically look for drivers suspected of driving under the influence of alcohol and/or drugs.

WHAT CHP COMMISSIONER SEAN DURYEE SAID:

“Celebrating our nation’s independence begins with making responsible choices. This holiday weekend, the CHP urges everyone to drive sober, buckle up and put the phone down. Your safety and the safety of everyone else on the road depend on it.”

Caltrans and Nevada Department of Transportation (NDOT) workers may still carry out emergency repairs. The public is reminded to “Be Work Zone Alert.” When approaching any stopped driver, tow truck, emergency, maintenance or law enforcement vehicle, always move over a lane, or slow down if unable to move over safely.

WHAT CALTRANS DIRECTOR DINA EL-TAWANSY SAID: *“Your safe actions and thoughtful decisions behind the wheel allow hard-working highway workers, first responders, law enforcement officers, maintenance personnel and tow truck operators to get home to their families and loved ones. Drivers can do their part by never operating an automobile while impaired and safely moving over a lane or slowing down when approaching emergency vehicles or Caltrans equipment on the road.”*

DUI is not just alcohol-related. Prescription drugs, over-the-counter medications, cannabis products and other drugs may also cause impairment. Have a plan and designate a sober driver or use ride-share services. If you see or suspect an impaired driver, call 9-1-1.

People are encouraged to use the free Caltrans QuickMap to plan your trip and receive immediate traffic information, including lane closures, emergency incidents and rest area locations. For more information, [download the QuickMap app](#) onto your phone or visit [QuickMap.dot.ca.gov](https://www.quickmap.dot.ca.gov). For current road and weather conditions in Nevada, drivers may log onto [NDOT's 511 Nevada Travel Info](#) system.

Become a sober driver ambassador today and be the solution to impaired driving at chpddp.com

To learn about other helpful ways to travel safely on California and Nevada roads, visit www.gosafelyca.org and zerofatalitiesnv.com.

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