



For Immediate Release

Date: October 20, 2021

Herkimer County to Participate in Statewide STOP-DWI HALLOWEEN “High Visibility Engagement Campaign”

Vincent J. Bono, Chairman of the Herkimer County Legislature announced today that Herkimer County police agencies and STOP-DWI Coordinators will participate in special efforts to bring awareness to the dangers of impaired driving.

Halloween is meant to be scary, but not when it comes to driving. When it comes to drunk driving Halloween can turn the roads into a horror fest. While we spend time trick or treating and hosting parties with our loved ones, law enforcement officers and STOP-DWI programs across New York State will participate in special efforts to stop impaired driving, prevent injuries and save lives. The statewide STOP-DWI High Visibility Engagement Campaign will start on Friday October 29th and will end on Monday November 1st.

Mr. Bono stated, The STOP-DWI Halloween High Visibility Engagement Campaign is one of many statewide initiatives promoted by STOP-DWI NY and the Governor’s Traffic Safety Committee. The Statewide STOP-DWI High Visibility Engagement Campaign also targets Memorial Day, July 4th, Labor Day/End of Summer, Thanksgiving, Holiday Season, Super Bowl weekend and St. Patrick’s Day.

Highly visible, highly publicized efforts like the STOP-DWI High Visibility Engagement Campaign aim to further reduce the incidence of drunk and impaired driving.

You can help to make a difference by Having a Sober Plan! Download our mobile app – “Have a Plan” and you will always be able to find a safe ride home www.stopdwi.org/mobileapp Impaired driving is completely preventable. All it takes is a little planning.

