



Media Release
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Anti drink drive campaign underway

Because Selwyn has had 71 crashes where alcohol was a contributing factor over the past five years, with 15 deaths, 33 severely injured people and 53 with minor injuries, the Selwyn District Council is urging people to plan ahead.

Selwyn Travelwise Coordinator Ngaire Tinning says the “How are you getting home tonight” campaign is underway and she wants that message shared around.

“Many of us will be having a few drinks with family, friends and workmates over Christmas. Wherever you are, make sure you plan a safe end to your evening, look after your friends and don’t allow them to drive if you know they shouldn’t take the risk.

The Council is promoting the anti-drink/driving message with radio advertising, billboards, posters, coasters in pubs and in the local newspapers.

“We’d really like to get through the festive season without any fatalities or serious injuries involving our residents. So make sure there’s a sober driver in your group, organise a taxi or use the pub courtesy vans – that’s what they’re there for! All it takes is a few minutes of planning – the question is How are you getting home tonight?”

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For further information, contact Selwyn District Council Schools Travelwise Coordinator Ngaire Tinning, 03 347 2944, Ngaire.tinning@selwyn.govt.nz