

Office of Highway Safety Kicks Off New Safe Family Holiday Campaign & Reactivates SoberLift

Media Advisory:

November 22, 2019

*Initiative reinforces the
importance of safe driving
behaviors*

*during one of the busiest times of
the year*

WHAT:

[The Delaware Office of Highway Safety \(OHS\)](#) is launching its new Safe Family Holiday Campaign, as well as reactivating the *SoberLift* initiative ahead of Thanksgiving weekend.

Through a combination of tactics – traditional media, social media, and grassroots efforts partnering with restaurants, businesses, and statewide partners – OHS will educate Delawareans about the increased dangers associated with holiday driving to reduce crashes and fatalities on Delaware roadways during the holiday season.

WHERE:

Iron Hill Brewery

620 Justison Street

Wilmington, DE 19801

<https://goo.gl/maps/8s7U5SMVc268v7BL9>

WHEN:

Monday, November 25 at 11 a.m.

WHO:

Robert Coupe, Cabinet Secretary of Delaware Department of Safety & Homeland Security

Kim Chesser, Director of Delaware Office of Highway Safety

John Yeomans, Chief of Delaware Division of Alcohol and Tobacco Enforcement

Dave Ennis, Regional Program Manager of the National Highway Traffic Safety Administration

Representatives from: OHS, Delaware State Police, first responders, corporate partners, government and business leaders

Traffic Safety Carolers

MORE:

The relaunched "Safe Family Holiday" campaign coincides with OHS's traffic enforcement period running Wednesday, November 27, 2019, through Wednesday, January 1, 2020, and focuses on responsible driving and pedestrian safety during one of the busiest travel times of the year.

Carolers will be on-site at the following prominent community events and locations throughout the state, performing their newest round of holiday favorites with a unique safety-messaging twist. They will be joined by

street teams that will encourage passersby to pledge responsible driving.

- **Saturday, Dec. 7 from 6 p.m. to 8 p.m.:** *Winter WonderFEST2019* in Milton, Delaware
- **Sunday, Dec. 8 from 3 p.m. to 5 p.m.:** *Christmas in Smyrna at the Smyrna Opera House* in Smyrna, Delaware
- **Monday, Dec. 9 from 6:30 p.m. to 8:30 p.m.:** *Caroling on the Circle* in Georgetown, Delaware
- **Saturday, Dec. 14 from 11:30 a.m. to 1:30 p.m.:** Christiana Mall in Newark, Delaware
- **Saturday, Dec. 21 from 11:30 a.m. to 1:30 p.m.:** Dover Mall in Dover, Delaware

In addition to Safe Family Holiday, OHS is pleased to announce its reactivation of the *SoberLift* program, in partnership with *Lyft*[®], over the Thanksgiving holiday weekend, statewide. The program will begin on Wednesday, November 27, at 3 p.m. and run through Sunday, December 1, at 2 a.m., and will provide free *Lyft*[®] vouchers* (maximum value of \$15) for individuals who want a safe ride. To participate in the program, individuals need to text "**SOBERLIFT**" to 99000 to redeem the discount code.

Campaign sponsors include: Breakthru Beverage DE, Captain Morgan, Two Stones, Buffalo Wild Wings, Grain Craft Bar + Kitchen, First State Brew Bus, Kelly's Logan House, Washington Street Ale House/Oyster House, Wilmington Blue Rocks, Delaware Department of Insurance, Dewey Business Partnership, Bluecoast Seafood and Grill Rehoboth, The Starboard, Liquid Alchemy Brewing, and Aloysius Butler & Clark (AB&C).

For more information, please visit <https://www.arrivealivede.com>.

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You can follow the Delaware Office of Highway Safety by clicking on:

[Delaware Office of Highway Safety Web Site](#)

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About the Delaware Office of Highway Safety

The Office of Highway Safety (OHS) is committed to improving the safety of Delaware's motoring public by focusing on behavioral traffic safety issues such as impaired driving, seat belt use, speeding, child passenger safety, pedestrian and bicycle safety, motorcycle safety, and teen driving issues. FAQs can be found at ArriveAliveDE.com.

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