

**FOR IMMEDIATE RELEASE**  
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**CONTACT**  
**Vivienne Speer**  
**info@billsplaceonline.org**

**FREE IMPAIRED DRIVER PICK-UP OVER LABOR DAY WEEKEND**  
**New Pilot Program Is an Effort to Save Lives**

**Gainesville, GA** – BPI today announced its effort to curtail impaired driving over the Labor Day holiday period, in effect from August 24 – September 7. For impaired drivers, BPI will provide transportation of both the drivers and their vehicles to their Hall County residences from locations within Hall County at no charge.

“This is a pilot program for BPI to do its part in the ‘*Drunk Driving. Over the Limit. Under Arrest.*’ crackdown on impaired driving,” stated Vivienne Speer, President of BPI. “Driving with a blood alcohol concentration (BAC) of .08 or higher is illegal in every state, yet we continue to see a tragic number of deaths and people with debilitating injuries as a result of impaired driving. This disregard for human life must stop. To help ensure that happens, BPI is dedicated to assisting impaired drivers wherever and whenever we find them.”

To arrange transportation for impaired drivers during the week leading up to and including Labor Day, simply call (770) 533-1103. BPI will transport drivers and their insured vehicles from any location within Hall County to the drivers’ Hall County residences. For those who cannot provide proof of auto insurance coverage, only the driver will be taken home. The service is free, and contributions are welcome.

Drunk driving is one of America’s deadliest crimes. In 2007 nearly 13,000 people died in highway crashes involving a driver with a BAC of .08 or higher. The picture for motorcycle riders is particularly bleak: Of crashes with fatalities that same year, 27% of motorcycle riders had a BAC of .08 or higher, more than any other type of motor vehicle driver.

“Make no mistake. Our message is simple. No matter what you drive – a passenger car, pickup, sport utility vehicle or motorcycle – if law enforcement catches you driving impaired, you will be arrested. No exceptions. No excuses,” said Ms. Speer. “We will be available to get more drunk drivers off the road and save lives that might otherwise be lost. “

She continued, “Drunk driving is simply not worth the risk. Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash and/or an arrest for impaired driving can be significant. Violators often face jail time, the loss of their driver’s licenses, higher insurance rates, attorney fees, time away from work, and dozens of other expenses. So don’t take the chance. Remember, if you are caught over the limit, you will be placed under arrest. Let’s do our part, Hall County, in getting people home safe and sound.”

“*Drunk Driving. Over the Limit. Under Arrest.*” is a national program organized by the U.S. Department of Transportation’s National Highway Safety Administration. This year’s campaign is supported by \$13 million in paid-national advertising and publicity to help put everyone on notice that if they are caught driving impaired, they will be arrested.

For more information about BPI’s free impaired-drivers transportation program, contact Vivienne Speer at (770) 533-1103 or info@billsplaceonline.org, or visit www.billsplaceonline.org.

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