



For Immediate Release

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Contact Information: Lindsay Tomidy, Monroe County STOP-DWI Coordinator

Phone Number: 585-753-3017

MONROE COUNTY TO PARTICIPATE IN STATEWIDE STOP-DWI LABOR DAY / END OF SUMMER “HIGH VISIBILITY ENGAGEMENT CAMPAIGN”

STOP-DWI Impaired Driving High Visibility Engagement Campaign ends Monday, September 4

ROCHESTER, NY — Monroe County Executive Adam Bello announced today that every Monroe County police agency and STOP-DWI team will participate in special efforts this weekend to bring awareness to the dangers of impaired driving.

The statewide STOP-DWI High Visibility Engagement Campaign began August 18 and will end on Monday September 4, as our community celebrates the end of summer.

This period is one of the busiest travel times of the year and marks the final chance to spend time with family and friends before school begins. New York State Police, county sheriffs, municipal law enforcement agencies and local STOP-DWI Programs will collaborate across the state throughout Labor Day Weekend and will be out in force in this coordinated effort to reduce the number of impaired driving-related injuries and deaths.

“Far too many lives across our community have been torn apart by the actions of drunk drivers. There is no excuse for drunk or impaired driving,” said County Executive Bello. “If your Labor Day plans include alcohol, please be safe and responsible, have a designated driver or other safe way to get home and importantly, don’t drink and drive. I thank all of our law enforcement agencies for joining together for this important high visibility engagement campaign.”

“We are forever grateful to all of our law enforcement partners for this important initiative,” said Lindsay Tomidy, Monroe County’s STOP-DWI coordinator, noting that there have been more than 10 fatalities in the county related to impaired driving during holiday weekends over the past three years. “Every stop our partners make this weekend may save that driver’s life, the lives of other motorists, bicyclists or pedestrians or prevent serious injuries. These enforcement campaigns and reminders from family and friends about the dangers of driving while intoxicated can really help those who are impaired make better choices before they get behind the wheel.”

The STOP-DWI Labor Day / End of Summer 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, Halloween, 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 and encouraging those you celebrate the end of summer to do the same! You can learn more about ways our program can help bring more awareness to safety on our roadways at www.monroecounty.gov/ts. Impaired driving is completely preventable. All it takes is a little planning.