

Be the MVP of the Super Bowl party: Be a designated driver

Written by Holyoke Enterprise

Colorado Department of Transportation (CDOT), Colorado State Patrol (CSP), Denver Broncos and members of the Colorado Licensed Beverage Association are reminding football fans if Super Bowl celebrations include alcohol, make sure there is a sober designated driver.

CSP and Colorado law enforcement agencies will be increasing DUI enforcement from 6 p.m., Friday, Feb. 4 through 3 a.m., Monday, Feb. 7. In 2010, 371 drivers were arrested for DUI over Super Bowl weekend in Colorado.

“Watching the Super Bowl is one of those American pastimes that people want to celebrate, and alcohol is often involved, so it’s important to be responsible,” said Col. James Wolfenbarger, chief of Colorado State Patrol.

“Choose a sober designated driver before the kickoff. And remember, fans don’t let fans drive drunk, so never let your friends get behind the wheel if they’ve had too much to drink.”

The Heat Is On campaign is hoping to continue a trend among football fans that was realized through a partnership with the Denver Broncos Designated Driver Program. This season, a record 5,975 fans at INVESCO Field at Mile High signed up to be a designated driver, making the commitment to safety. In addition, hundreds of fans supported messages to designate a sober driver on the Broncos Facebook page.

“We’re proud of our fans for stepping up, being responsible and designating sober drivers. We want to thank not only those who signed up as DDs, but also those fans who chose to ride with sober drivers,” said Mac Freeman, senior vice president of business development.

“Just like we are a team on the field, our fans are being team players by making good decisions together. With the support of CDOT and Anheuser-Busch, we made a commitment to recognize the responsibility of our fans, and they stepped up in record fashion.”

The Broncos Designated Driver Program was a joint effort between the Denver Broncos, The

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Heat Is On campaign and Anheuser-Busch Good Sport.

CDOT has also partnered with the Colorado Licensed Beverage Association to help remind fans not to drink and drive this Super Bowl weekend.

“Public safety is the top priority for our liquor store members,” said Jeanne McEvoy, president of the Colorado Licensed Beverage Association. “We are pleased to partner with the Heat Is On campaign to remind our customers about DUI enforcement and their responsibility to make safe choices for themselves and the guests at their Super Bowl parties.”

To view enforcement plans and arrest results, visit www.HeatIsOnColorado.com .