



Don't drive intoxicated.
Don't drive intexticated.

A sobering message from AAA



*****Media Advisory*****

“Holidays are coming up, so that’s hard. He loved the holidays.”
Mother who lost son in DUI Crash joins Auto Club, MADD and Law Enforcement to prevent needless deaths and injuries this season.

What/When: Press conference at 10:00 am on Thursday, December 15th
(Auto Club reps. available for live shots in English and Spanish starting at 4 am)

Where: **Historic Auto Club Building**
2601 S. Figueroa Street
Los Angeles, CA 90007

Who: **Auto Club** Corporate Communications Manager Doug Shupe
Los Angeles Police Department Deputy Chief Donald Graham
California Highway Patrol Representative
MADD California State Executive Director Patricia Rillera
MADD Victim Volunteer Deadra Johnson, lost son in DUI crash

Why: Of the 9.2 million Southern Californians expected to travel for the Year-End holidays, the Auto Club projects 8.1 million of them will take road trips. With the increase in traffic on the roads and more holiday gatherings and celebrations, the Auto Club, MADD, and law enforcement are teaming up to remind drivers to “Arrive Alive This Season. Don’t Drive Intoxicated. Don’t Drive Intexticated.” According to NHTSA, 11,564 people died in alcohol-impaired crashes in 2020. So far this year in the City of Los Angeles, 16 people have died as a result of DUI. In addition to impaired driving, distracted driving also poses a threat to everyone on the roads. NHTSA reports 3,142 died in distracted driving crashes in 2020. Traffic safety advocates and law enforcement will remind drivers to have a designated driver, alternative transportation, or a place to stay overnight when celebrating. They will also encourage drivers to put their phones out of reach and focus only on the road ahead. Deadra Johnson lost her 26-year-old son, Brandon Simpson, to a DUI crash in South LA in 2017. She will share how the sudden loss changed her family forever.

Visuals: **Crash cars** from a DUI crash and a texting crash
Photos of Deadra Johnson’s son
B-roll of DUI and texting crashes

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