



Drink & Drive
Intelligently

FOR IMMEDIATE RELEASE

Celebrate those who have a #PLAN2DD this holiday season.

December 1st, 2015

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#PLAN2DD (plan a designated driver) is a social media campaign led by Drink & Drive Intelligently (DDi), a local designated driver transportation company. DDi provides professional and personable designated driver services to the greater Twin Cities Metropolitan area. Regardless of the occasion—a night on the town, a wedding, or dinner with friends—DDi has been driving people and their cars home safe after a night of drinking since 2005.

President Barack Obama has declared that December is National Impaired Driving Prevention month. The president's proclamation urges us to enhance public safety "by acting responsibly and promoting responsible behavior in those around us."

DDi is bringing industry partners together in order to raise awareness for National Impaired Driving Prevention Month. The goal of this alliance is to better educate both the industry and individuals about the options impaired drivers have to make it home safely. Rather than emphasizing the dark and dangerous statistics of impaired driving, DDi is choosing to celebrate and honor those who care enough to be the designated drivers who ensure that everyone gets home safely. DDi wants everyone to create wonderful holiday memories, rather than risk lives or criminal charges due to impaired driving.

All throughout December, DDi will be fostering the conversation about Designated Driving with the social media the hashtag #Plan2DD. They encourage everyone to share their experiences and stories, both as Designated Drivers themselves and as the friends, family, and colleagues of those who cared enough to be Designated Drivers. Take the pledge this December. Share your plans to DD, call out and honor the DDs who keep you safe, and tell the world about your memorable holiday celebrations!

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