



News Release

12/18/2024

Britt Rosenthal
ITD Communication
208.781.9602
britt.rosenthal@itd.idaho.gov

Celebrate safely: start 2025 with a sober ride home

BOISE - As Idahoans prepare to ring in the new year, the Idaho Transportation Department (ITD) urges everyone to start 2025 safely by planning a sober ride home. This New Year's, ITD's Office of Highway Safety (OHS) is partnering with more than 50 law enforcement agencies across Idaho to keep the roads free from drunk and impaired drivers.

While law enforcement will be on high alert for impaired driving, every Idahoan can play a role in preventing these dangerous crashes:

- 1. Designate a sober driver or use a ride-share service.**
- 2. If you're the designated driver, commit to staying alcohol-free.**
- 3. Step in if someone plans to drive impaired. Take their keys and help them find a safe way home.**
- 4. Buckle up! Seat belts increase your chances of surviving a crash by 50% and are your best protection against impaired drivers.**

"Celebrate the end of 2024 to the fullest, but make sure you have a sober ride home so you can start 2025 safely," said Highway Safety Manager Josephine Middleton.

Drunk and impaired driving remain a serious threat in Idaho. In 2023, **38% of all traffic fatalities in the state involved impaired drivers**, resulting in **105 tragic deaths**.

For more resources on safe driving and preventing impaired driving, visit [Shift Idaho](#).

Let's work together to keep Idaho's roads safe and ensure everyone enjoys a healthy, happy start to the new year. Plan ahead, drive sober, and make 2025 a year to remember for all the right reasons.

###

