Media Advisory

[media contact name], XXX-XXX-XXX, name@email.com

[FOR IMMEDIATE RELEASE/EMBARGOED UNTIL DATE AND TIME]
Date

Undercover Law Enforcement Operation Cites xx Bars
[headline should not exceed 10 words; maximize for search engine optimization]

DATELINE— Alcohol law enforcement agencies conducted undercover operations over the weekend to crackdown on impaired driving in [insert community]. Officers worked alongside [insert local police] to prevent bars and restaurants from serving booze to patrons after they are visibly intoxicated.

During this operation, if agents identified that an obviously intoxicated patron was served, then the agents charged the bar with [insert charge] and arranged for safe transportation or protective custody for the intoxicated individual. These operations are part of an ongoing nationwide effort to reduce the 10,000 people killed every year from impaired driving—the biggest killer on U.S. roadways.

To this end, [insert agency] has begun conducting these undercover operations while other law enforcement agencies are conducting sobriety checkpoints as part of the [insert Labor Day or Winter Holiday] impaired driving crackdown period. If a driver is arrested for DUI and reports drinking at a nearby alcohol serving establishment, the arresting officer relays that information to the [insert agency], and officers will conduct covert operations to see if other patrons are being over served. This sharing of data is a crucial investigative tool for law enforcement to track and monitor bars and other alcohol serving establishments that could pose a threat to public safety.

[insert state ABC agency] and [insert local police dept.] will discuss the results of the weekend's covert operations with the media at a press event detailed below.

WHAT: **Undercover law enforcement operation to prevent impaired driving**

WHEN: **Day, date, 2014**
                       Begin time to end time EDT

WHO: **Det. [insert name], from [insert agency]**
                       Det. [insert name], from [insert agency]

RSVP**:**   Click here or contact Media Contact person, name@email.com. *[note if registration is required to attend]*

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