

## **Don't Squash Thanksgiving Plans with a Recipe for Disaster AAA Urges Holiday Revelers to Pledge to Not Drink and Drive— Encourages serving “Great Pretenders” drinks at parties**

As Americans ready for Thanksgiving and seasonal festive parties, AAA rolls out a viral *Take the Pledge* campaign aimed at encouraging motorists to commit to drive drug and alcohol-free during the holidays and all year long. Additionally, AAA Minnesota/Iowa's newest “[Great Pretenders Party Guide](#)” is now available to help party hosts plan festive gatherings with tasty nonalcoholic drink recipes from AAA-Diamond rated hotels and restaurants.

AAA's campaign, which debuts at [TakeThePledge.AAA.com](#), makes it easy for motorists and passengers to join AAA's members in the fight against drug and alcohol impaired driving. Visitors to the site can sign the pledge to support a culture of zero tolerance for impaired driving and easily spread the word to family and friends via Facebook and *Take the Pledge* e-cards.

AAA is launching the new public awareness initiative in response to feedback from its members who cite impaired driving as their greatest safety concern. AAA members, who represent one in every four households, aren't alone, according to recent data from the [AAA Foundation for Traffic Safety](#)'s latest Traffic Safety Culture Index. Nearly 9 of 10 drivers say that people driving after drinking are a very serious threat to their personal safety. And 98 percent say they personally consider it unacceptable for a driver to get behind the wheel when they think they may have had too much to drink.

“With Thanksgiving Eve kicking off spirited gatherings—and for many, the biggest bar night of the year— it's paramount for AAA to remind drivers of the perils of getting behind the wheel after drinking,” said Jack Peet, AAA Traffic Safety Manager. “Before people travel home this week to reunite and celebrate with friends and family, it's important to reach them with timely messages that could help save their lives and the lives of their loved ones.”

[TakeThePledge.AAA.com](#) serves not only as a gateway for people to virally and publicly commit to the fight against impaired driving, but also offers prevention tips and up-to-date statistics in an effort to help people drive responsibly. Each year, more than 11,000 people are killed in alcohol-related crashes, representing 32 percent of all motor vehicle crashes. Additionally, more than a million people are arrested for driving under the influence of alcohol each year.

To help people celebrate responsibly throughout the holiday season, AAA Minnesota/Iowa's newest edition of the “[Great Pretenders Party Guide](#)” is online and celebrates “the best of” previous popular nonalcoholic drink recipes. The 16 non-alcoholic drink recipes have a variety of ingredients, with hot and cold drink recipes to help spice up any gathering. A free “Great Pretenders” brochure can be picked up at AAA Minnesota/Iowa offices statewide. The brochure includes five of the featured recipes, along with safety advice. AAA offers the following tips to stay safe and keep others safe on the roads:

- Plan ahead and designate a non-drinking driver before any holiday party or celebration begins.
- Never get behind the wheel of a car when you've been drinking – even after just one drink.
- Do not hesitate to take the keys from friends or family members who may be impaired.
- Be a real friend: Call a taxi for those in need.
- Be a responsible host in reminding guests to stay safe and always offer alcohol-free beverages.

“AAA works year-round to educate motorists about driving practices that will keep them safe and reduce crashes and injuries on our nation's roads. National Drunk and Drugged Driving Prevention Month comes each December, during the holiday party season, when drivers will be presented with many opportunities to make wise decisions about whether they're able to drive,” added Peet.