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**FOR IMMEDIATE RELEASE**

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**Kentuckians are Encouraged To Drive Responsibly Labor Day Weekend'**

*'Drive Sober or Get Pulled Over' campaign runs Aug. 19 – Sept. 7*

**FRANKFORT, Ky. (Aug. 6, 2026)** – Team Kentucky reminds travelers to plan ahead for a safe and sober ride home to help keep roads safe as Kentuckians celebrate the unofficial end of summer during the upcoming Labor Day weekend. The awareness campaign is part of a broader effort state transportation officials are making alongside law enforcement to improve highway safety by discouraging impaired driving.

"This Labor Day, let's all do what's right and look out for our neighbors by making smart decisions that keep everyone safe on the roadway," said **Gov. Andy Beshear**. "Do not drink and drive, put the phone down, buckle up and drive the speed limit. Too many crashes and tragedies on our roadways can be prevented by taking simple steps that ensure everyone makes it home safely."

Although impaired driving enforcement is a year-round effort, crashes tend to increase over holiday weekends. The Kentucky Office of Highway Safety (KOHS) is joining the National Highway Traffic Safety Administration (NHTSA) and law enforcement agencies across the country in the "Drive Sober or Get Pulled Over" awareness and law enforcement safety campaign, reminding drivers to make a plan before drinking or using impairing substances and to always choose a safe and sober ride home.

During the 2025 Labor Day holiday weekend, there were 69 crashes involving an impaired driver, resulting in 49 injuries and three deaths. While the number of impaired-driving crashes decreased from 76 in 2024 to 69 in 2025, the number of injuries increased from 44 to 49, and deaths increased from one to three.

Drivers are advised to follow these tips to stay safe:

- Before the festivities begin, plan a way to get home safely at the end of the night;
- If you're impaired, use a ride-booking company or taxi, call a sober friend or family member or use public transportation to get home safely;

- If you see an impaired driver, safely pull over and contact law enforcement. You may dial the Kentucky State Police toll-free line directly at 1-800-222-5555 or call 911. Provide a vehicle description, license number, location and, if possible, direction of travel;
- If you know people who are about to drive or ride while impaired, take their keys and help them make other arrangements to get to their destination safely;
- Wear a seat belt! It is not only the law, but it is also the best defense against an impaired driver. Buckling up helps prevent injury and death if you are involved in a crash.

For more information on drunk driving visit [kydrivesober.com](https://kydrivesober.com)

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