



New Mexico DEPARTMENT OF  
**TRANSPORTATION**

**Michelle Lujan Grisham**, Governor  
**Michael R. Sandoval**, Cabinet Secretary

## **FOR IMMEDIATE RELEASE**

Nov. 22, 2021

### **Law enforcement agencies coordinate traffic safety blitz** *NMDOT releases new fall/winter driver-safety campaign*

SANTA FE – Law enforcement agencies will intensify their saturation patrols and DWI checkpoints to stop drunk drivers across New Mexico now through January 3, 2022. To support their efforts, the New Mexico Department of Transportation is launching a new fall/winter driver-safety campaign titled, “My Story,” which focuses on drunk driving, underage drinking, distracted driving, and seatbelt use told through the perspective of regretful drivers reflecting on the devastating consequences of their poor choices.

According to the University of New Mexico, in 2020, there were 2,020 crashes involving alcohol or 5.5 percent of all crashes in New Mexico. That’s a higher percentage of alcohol involved crashes than any other time in the last 10 years.

The “My Story” campaign was created by RK Venture, an Albuquerque creative agency. The spots were shot using local cast and crew members in downtown Albuquerque. The ads begin airing Nov. 23 on television and radio in English and Spanish and will also be featured on billboards statewide. Online ads will run on YouTube, TikTok, and other social media platforms.

“We are trying to drive home the importance of thinking about your actions before they have detrimental consequences”, said Transportation Secretary Mike Sandoval. “This holiday season, some New Mexicans will take advantage of opportunities to attend parties and gatherings. It is imperative we make the right choices to buckle-up, limit distractions, and utilize designated drivers as well as ride share programs to help ENDWI.”

Links to see the new spots in both English and Spanish are provided below, and media press kit is attached.

- NMDOT ENDWI MYSTORY TV 30 sec English  
[My Story ENDWI - YouTube](#)
- NMDOT ENDWI MYSTORY 60 sec Long Form Video  
[My Story ENDWI Long-Form - YouTube](#)
- NMDOT ENDWI MYSTORY 15 sec Pre-roll

[My Story ENDWI - YouTube](#)

- NMDOT ENDWI MYSTORY TV 30 sec Spanish  
[Mi Historia Endwi - YouTube](#)

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