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**FOR IMMEDIATE RELEASE**  
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## **MEDIA RELEASE**

### **4/20 Enforcement Blitz Against Drug-Impaired Driving**

**Kansas City, KS** – The Kansas Department of Transportation (KDOT), the Kansas Highway Patrol and local law enforcement partnered with the National Highway Traffic Safety Administration (NHTSA) to announce a tough new drug-impaired driving enforcement campaign—*Driving High? Kiss Your License Goodbye!*. The event took place on 4/20 – a date associated with cannabis culture.

“Operating a motor vehicle while impaired not only impacts the driver and passengers of the vehicle, but everyone else on the road,” said Chris Bortz, KDOT Traffic Safety Program Manager. “Impaired driving is *not* a victimless crime.”

The perception that driving while high does not adversely affect driving ability is a myth. It has been proven that THC – the chemical responsible for most of marijuana’s psychological effects – slows reaction times, impairs cognitive performance and makes it difficult for drivers to keep a steady position in their lane.

“Our goal is to save lives and we’re putting all drivers on alert – Drug impaired driving is against the law,” said Colonel Mark Bruce, Kansas Highway Patrol. “In support of the education efforts targeting the drug impaired driver, the Highway Patrol and local law enforcement will deploy additional officers focused on identifying and removing the impaired driver.”

The bottom line is this: It doesn’t matter what term is used, if a person is high, stoned, wasted or drunk, he or she is impaired. Driving while impaired by any substance is illegal and can be deadly to the driver and all other road users.

**###**

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