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FOR IMMEDIATE RELEASE

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MEDIA ADVISORY

Six-State Regional Effort, "Driving High? Kiss Your License Goodbye!"

NHTSA Holds News Conference on 4/20 to Launch New Enforcement Blitz Against Drug-Impaired Driving

Kansas City, KS – The Kansas Department of Transportation, the Kansas Highway Patrol and local law enforcement are partnering 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 will take place on 4/20 – a date associated with cannabis culture.

Officers from around the state will be looking for impaired drivers. This not only means drunk drivers, but also the drug-impaired driver.

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 more difficult for drivers to keep a steady position in their lane.

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 other road users.

WHAT: Drug-Impaired Driving Enforcement Blitz launch media event

WHO: Kansas Highway Patrol Colonel, Mark Bruce and NHTSA Region 7 Administrator, Susan DeCourcy

**WHEN: Friday, April 20, 2018
10:00 am**

WHERE: Leawood Police Department 4201 Town Center Dr, Leawood, KS 66209

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