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#### **ABCC KICKS OFF "OPERATION SAFE HOLIDAYS"**

#### ***Holiday Program to Coincide with National Impaired Driving Crackdown***

BOSTON – The Massachusetts Alcoholic Beverages Control Commission (ABCC) began their holiday season enforcement efforts this past weekend at bars throughout the Commonwealth that have been most commonly identified as the last bar to sell alcohol to a convicted drunk driver.

According to the National Highway Traffic Safety Administration (NHTSA), between 2013 and 2017 there were 800 people killed in alcohol-impaired driving crashes during the Thanksgiving holiday period, the Wednesday before Thanksgiving through the Monday after.

Run in conjunction with the NHTSA's Impaired Driving Crackdown, the ABCC's Sale to Intoxicated Persons (SIP) enforcement will be in effect until New Year's Eve.

"The ABCC wants to ensure that the holiday season is enjoyed by everyone, but most importantly celebrated responsibly," said State Treasurer Deborah B. Goldberg, "The safety of all Massachusetts residents is of the utmost importance and by establishing SIP we are supporting that priority and maintaining safer roads."

The ABCC will also be working with local police departments that have identified high risk locations in their communities.

Alcohol is involved in 40 percent of traffic crash fatalities resulting in 17,013 fatalities and injuring an estimated 275,000 people annually. Data indicates that well over 50% of impaired driving arrests originate at bars.

The Alcoholic Beverages Control Commission is an agency under the Office of the State Treasurer and Receiver General Deborah B. Goldberg. Its overall objective is to provide uniform control over the sale, purchase, transportation, manufacture, and possession of alcoholic beverages in the state.

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