



New Mexico DEPARTMENT OF
TRANSPORTATION

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

FOR IMMEDIATE RELEASE

March 13, 2022

NMDOT launches new spring endwi campaign

ALBUQUERQUE – Beginning Monday, March 14 New Mexicans will see a new safe driving campaign created by the New Mexico Department of Transportation and local creative agency RK Venture. The messaging will continue the ‘My Story’ campaign targeting endwi to coincide with St. Patrick’s Day.

Part one of the ‘My Story’ series ran this winter showing the consequences of drinking and driving during a time when people were gathering to celebrate. Told as a confessional from a distraught driver’s point of view, the driver reflects on his disastrous decisions made behind the wheel.

The second part of the ‘My Story’ series picks up where the confessional left off. In the new spring campaign shot with a local cast and crew in Albuquerque, the heartbreaking story is told from a mother’s point of view after her child is killed in a drunk driving crash.

This version of ‘My Story’ is currently running on radio in English and Spanish. In addition, versions of the spot are online via YouTube, TikTok, and other social media platforms.

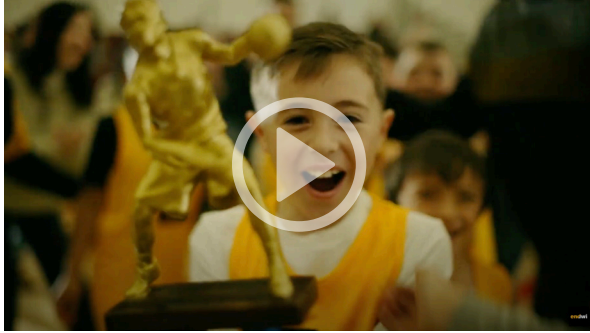
[Attached you will find St. Patrick’s Day drunk driving statistics and samples of the radio and social media spot.](#)

NMDOT
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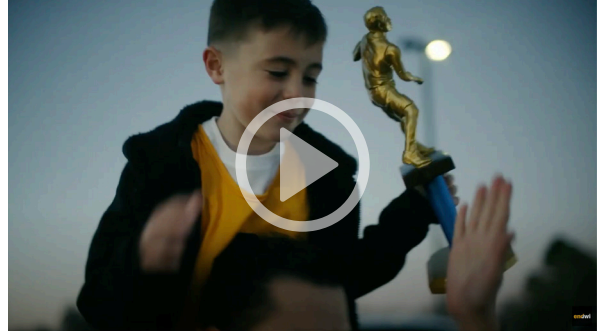
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endwi

Spring 2022 



My Story English



My Story Long-form Video



My Story Spanish

Broadcast Television

The ENDWI spring campaign continues the My Story theme with the tragic story of a drunk driving crash through the point of view of the victim's mother. The spot extends to social media with posts and video pre-roll on multiple platforms including Facebook, Instagram Stories, Twitter, YouTube, and TikTok, increasing engagement with the audience and garnering earned media.

The campaign is slated to run during the St. Patrick's Day holiday, a time with increased drunk driving crashes:

62% of fatal St. Patrick's Day car crashes involved a drunk driver

33% of pedestrians killed in 2018 holiday crashes had a blood alcohol level of .08+

73 people were killed in drunk driving crashes over St. Patrick's Day in 2018

Radio



English



Spanish

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