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AAA: Halloween a Scary Night on the Roads

Impaired driving and pedestrian risk create a dangerous combination

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MADISON, Wisc. (October 29, 2018) — Halloween may be known for trick-or-treating, costumes and spooky decorations, but the scariest part of the holiday is the increased danger to motorists and pedestrians. According to the National Highway Traffic Safety Administration (NHTSA), 44 percent of those killed in motor vehicle crashes on Halloween night from 2012-2016 were in crashes involving an impaired driver. Halloween is also one of the top 3 days for pedestrian injuries and fatalities each year.

AAA offers the following safety reminders for motorists, pedestrians and trick-or-treaters:

Motorists

- **Put it down.** Avoid checking social media, sending text messages and talking on the phone while driving.
- **Drive slower through neighborhoods.** Driving five miles per hour slower than the posted speed limit will give you extra time to react to children who dart out in front of you.
- **Turn on your headlights** to make yourself more visible – even in the daylight.
- **Drive sober.** Nearly 40 percent of fatal crashes on Halloween night involve a drunk driver. Always designate a sober driver if you plan to drink any alcohol. www.PreventDUI.AAA.com

Trick-or-Treaters

- **Stay on sidewalks** and avoid walking in streets if possible.
- **If there are no sidewalks**, walk on the left side of the road, facing traffic.
- **Look both ways** and listen for traffic before crossing the street.
- **Cross streets only at the corner**, and never cross between parked vehicles or mid-block.
- **Wear light-colored clothing** or costumes with reflective material or tape for the best visibility.

Parents

- **Walk with your children** as they go door to door. Be sure to show them safe places to cross the street.
- **Have children carry a glow stick or flashlight** to help them see and be seen by drivers.



- **If using social media**, post pictures and updates before or after you go trick-or-treating. Avoid being on your phone while walking or supervising children.

“Whether it’s avoiding distractions or taking time to look before crossing the street, there are things both motorists and pedestrians can do to help keep everyone safe,” said Nick Jarmusz, Director of Public Affairs for AAA. “We want Halloween to be a fun evening, so **be smart, be safe and be seen.**”

To help keep impaired drivers off the road this Halloween, AAA and Budweiser have teamed up to provide their Tow to Go program, a free service for both AAA members and non-members that provides safe rides home for those who did not plan ahead.

“Halloween should be a fun, safe holiday where the community can come together and create lasting memories with their families,” said Amy Stracke, managing director of traffic safety advocacy for AAA – The Auto Club Group, and executive director of the Auto Club Group Traffic Safety Foundation. “We urge those out celebrating to plan ahead for getting home safely and remember Tow to Go is available for people who need a way home.”

Now in its 20th year, Tow to Go encourages ride-share services or designated drivers to prevent impaired drivers from needlessly risking the lives of others. Tow to Go has safely removed more than 25,000 impaired drivers from roads across the Southeast and the Midwest since 1998.

Tow to Go will be available Wednesday, October 31st through 6am on Thursday, November 1st. Tow to Go can be reached by calling (855) 2-TOW-2-GO or (855) 286-9246.

Tow To Go Service Areas	Phone Number
Wisconsin, Iowa, North Dakota, Nebraska, Michigan, Florida, Georgia, Tennessee and Indiana (Fort Wayne and South Bend only)	(855) 2-TOW-2-GO or (855) 286-9246

- Confidential local ride to a safe location within 10 miles
- The AAA tow truck takes the vehicle and the driver home
- Free and available to AAA members and non-members
- Tow to Go may not be available in rural areas or during severe weather conditions
- Visit AAA.com/TowtoGo for dates and availability throughout 2018
- If you are hosting a party, please do so responsibly. Check out the [Great Pretenders Party Guide](#) from the Auto Club Group Traffic Safety Foundation to learn more.

“The Tow to Go program is a smart option to promote the use of designated drivers and help reduce impaired driving,” said Adam Warrington, vice president, corporate social responsibility at Anheuser-Busch. “We are proud to partner with AAA and their roadside assistance drivers to make our roads safer during the holidays.”

About Anheuser-Busch

Anheuser-Busch and its employees build on a legacy of corporate social responsibility by focusing on three key areas: promoting alcohol responsibility, preserving and protecting the environment and supporting local communities. In the past three decades, Anheuser-Busch and its wholesalers have invested more than \$1 billion in preventing drunk driving and underage drinking and promoting

responsible retailing and advertising. Anheuser-Busch reduced total water use at its breweries by nearly 50 percent over the last 10 years. The company has been a leading aluminum recycler for more than 30 years. Each year Anheuser-Busch and its Foundation invest approximately \$20 million in donations to charitable organizations that help in local communities. The company also has provided over 76 million cans of emergency drinking water to people impacted by natural and other disasters since 1988. Based in St. Louis, Anheuser-Busch, the leading American brewer, is a wholly-owned subsidiary of Anheuser-Busch InBev, the leading global brewer. For more information, visit www.anheuser-busch.com.

About Auto Club Group Traffic Safety Foundation

Established by AAA – The Auto Club Group in 2010, Auto Club Group Traffic Safety Foundation, Inc. (ACGTSF) is a 501(c)(3) non-profit organization and public charity dedicated to producing a significant and continuous reduction in traffic crashes, injuries and deaths in the communities targeted by its efforts. ACGTSF provides programs, education and outreach to increase public awareness about the importance of traffic safety and improve driving behavior. ACGTSF is funded by voluntary, tax-deductible contributions from organizations and individuals who support ACGTSF's purpose. Visit www.AAA.com/foundation for more information.

About The Auto Club Group

The Auto Club Group (ACG) is the second largest AAA club in North America. ACG and its affiliates provide membership, insurance, financial services and travel offerings to over 9.6 million members across eleven states and two U.S. territories including Florida, Georgia, Iowa, Michigan, Nebraska, North Dakota, Tennessee, Wisconsin, Puerto Rico and the U.S. Virgin Islands; most of Illinois and Minnesota; and a portion of Indiana. ACG belongs to the national AAA federation with more than 59 million members in the United States and Canada and whose mission includes protecting and advancing freedom of mobility and improving traffic safety. Motorists can map a route, identify gas prices, find discounts, book a hotel, and access AAA roadside assistance with the AAA Mobile app for iPhone, iPad and Android. Learn more at AAA.com/mobile. Visit AAA on the Internet at AAA.com.

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