Transport Minister Adam Giles is reminding all Territorians to ask friends and family “Who’s your Sober Bob?” this festive season.

While launching the annual Sober Bob designated driver campaign, Mr Giles said drink driving remains a huge problem in the Territory.

“With around half of all Territory road fatalities being related to alcohol use, the annual Sober Bob campaign aims to reduce the number of road deaths and injuries at a time when more alcohol is consumed,” Mr Giles said.

“Don’t drink and drive is the simple message. The Christmas Sober Bob campaign reinforces the need for people to plan ahead and think about how they plan to get home safely from a location at which they consume alcohol by using a designated Sober Bob driver.”

Sober Bobs can be anyone, including bus and taxi drivers, family members and friends.

The Sober Bob initiative has been running in the Territory since 1997 and this year more than 170 venues will be encouraged to participate. At some participating venues, people who identify themselves as Sober Bob will get free post-mix soft drinks.

Australian Hotels Association NT Chief Executive, Amy Corcoran, has applauded the voluntary involvement of NT pubs and clubs once again in the Sober Bob initiative.

“Their participation is invaluable in promoting the life saving messages of this campaign,” Ms Corcoran said. “The Sober Bob promotional material displayed in venues aims to make patrons more aware of their responsibilities in preventing road-related death and trauma.”

Sober Bob is also supported by police operations which will target drink drivers across the Territory during the festive period.

Superintendent of Traffic John Emeny said it is important that people plan their night out, which includes getting home safely.

“There’s nothing worse than informing people a loved one won’t be home for Christmas,” Superintendent Emeny said. “Unfortunately, this year’s road toll is likely to exceed the 45 people killed on Territory roads in 2011, a number of which have been senseless pedestrian deaths which also involved alcohol and could so easily have been avoided.”

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