Chief Minister Adam Giles has launched this year’s Sober Bob campaign, urging all Territorians to plan ahead and organise a designated driver this festive season.

Mr Giles said drink driving remained a major killer on Northern Territory roads, with around half of all fatalities associated with alcohol.

“The message is very simple – don’t drink and drive,” Mr Giles said.

“A blood alcohol reading of .05 doubles your risk of being involved in a crash.”

The Sober Bob campaign aims to reduce the number of alcohol-related road deaths and injuries at a time when more alcohol is consumed.

“We need to get the message across to Territorians to drink responsibly and make responsible choices behind the wheel,” Mr Giles said.

Sober Bob is supported by a targeted Police enforcement campaign aimed at taking drink drivers off the road.

“Christmas is a special time for families and the last thing anyone wants at this time of the year is an empty chair at the dinner table,” Mr Giles said.

“The road toll is seven less at the same time as last year and we don’t want it to go up any more. So this Christmas period, please make sure you organise a Sober Bob.

“A Sober Bob can be anyone, including bus and taxi drivers, family members and friends.”

TIO, Australian Hotels Association Northern Territory (AHA NT), NT Police and Emergency Services and RADD (Recording Artists, Athletes and Actors Against Drink Driving) are all key partners in this campaign.

AHA NT Acting Chief Executive, Sarah Andrews said pubs and clubs throughout the Territory were once again supporting the lifesaving Sober Bob initiative.

“The Sober Bob promotional material displayed in venues aims to make patrons more aware of their responsibilities in preventing road-related death and trauma,” she said.

V8 Super Car driver and NT’s Road Safety Ambassador Jason Bright joined in the campaign launch and will be at Casuarina Shopping Centre tomorrow to promote the Sober Bob message.

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