A major, first-of-its-kind drink driving awareness campaign was launched today by the NT Government in a bid to save lives on the road this festive season.

The *Enough’s Enough* campaign targets both urban and remote road users by using emotive messaging, and featuring Territorians who have lost loved ones on the roads.

It is collaboration between NT Police, Department of Infrastructure, Planning and Logistics and the NT Motor Accidents Compensation Commission.

“So far this year we have lost 41 lives on Territory roads – this is simply unacceptable,” Chief Minister and Minister for Police Michael Gunner said.

“The rate of road deaths in the NT is four times the national average, and when the statistics are broken down even further, almost half the road deaths in the NT are indigenous people. So it is imperative that this campaign has two components to target Darwin and Palmerston, and also regional and remote areas.

“The campaign is based on the slogan *Enough’s Enough* – the message being that we’ve all had enough of the carnage and damage that drink driving creates in the NT.”

Mr Gunner said campaign imaging will include families who have lost loved ones to those drink driving on Territory roads, as well as video clips showing the ripple effects road deaths have on the community.

“When a person dies, it has a ripple effect on the community,” Mr Gunner said.

“Loved ones are left traumatised, families are impacted, so are friends, schools, workplaces and the wider community.

“An avoidable death leaves a hole that will never be filled.

“These holidays, and every day of the year, we encourage everyone to use our roads wisely, look out for each other and say *Enough’s Enough*.”

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