



STATE OF NEW MEXICO
DEPARTMENT OF FINANCE AND ADMINISTRATION
LOCAL GOVERNMENT DIVISION
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MEMORANDUM

TO: DWI Coordinators

FROM: Liza Luboff, LDWI Program Director, Local Government Division, Department of Finance and Administration 

DATE: May 31, 2007

RE: 100 Days of Summer

The Traffic Safety Bureau (TSB), in cooperation with the Governor's Office and Safer New Mexico Now are launching a "100 Days of Summer" campaign throughout New Mexico starting June 1, 2007. The goal of the campaign is to significantly decrease the numbers of crash fatalities through the media (including billboards and TV spots), average a check point everyday throughout the state, increased saturation patrols, etc. The campaign will kick off with a press conference on June 1, 2007, at which the Department of Transportation Cabinet Secretary Faught will speak, along with the Governor and Department of Public Safety.

To ensure the success of the "100 Days of Summer" campaign, and spread the word throughout New Mexico we would like to encourage you to work with your local law enforcement officers to increase check points and other enforcement activities during the time period. In addition, we would like to ask that you promote the campaign by holding a press conference during the kick-off weekend (June 1-3). The press conference can be organized around a check point (as will be the case with the statewide press conference on June 1), or any other appropriate venue. It would be ideal if law enforcement officers from the area be in attendance. You will be provided with sufficient collateral to distribute during the press conference and throughout the period.

Thank you very much for your consideration. Let's all try to make the "100 Days of Summer" a success!