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## **BACtrack® and Colorado Department of Transportation (CDOT) Partner to Reduce Drunk Driving, Emphasize a BACtrack Can Be Used By Anyone, in Any Drinking Setting**

*Partnership includes high-visibility advertising campaign promoting breathalyzers as tools to reduce drunk driving; BACtrack is exclusive breathalyzer partner.*

**SAN FRANCISCO, CA – July 26, 2018** – For the third consecutive year, [BACtrack®](#), the leader in personal and professional breathalyzers, and the Colorado Department of Transportation (CDOT) are partnering in a statewide, high-visibility advertising campaign to help Coloradans know their limits when it comes to drinking and driving.

CDOT and BACtrack's partnership is the first of its kind in the country between a state department of transportation and a breathalyzer company. The impetus for this partnership is the more than 20,000 people arrested each year for DUI in Colorado. Beyond increasing awareness of the consequences of impaired driving, CDOT wants to provide resources for Coloradans to make smarter, more informed decisions, and that's where BACtrack comes in.

"Breathalyzers provide real-time data that helps people understand their blood alcohol content so they can make informed decisions about driving," said Sam Cole, CDOT Communications Manager. "There is often a significant difference between how you feel and how impaired you actually are. Breathalyzers help eliminate that uncertainty, ultimately saving lives by removing impaired drivers from the road."

"We couldn't be more excited to continue our partnership with CDOT and educate people about the benefits of using a BACtrack," said Keith Nothacker, Founder and CEO of BACtrack. "Together with CDOT, we're helping people take the guesswork out of deciding whether they are sober and safe to drive, which is both essential and impactful in terms of keeping roads safer."

The 2018 program is also supported by the Foundation for [Advancing Alcohol Responsibility](#). The Foundation brings more than 25 years of leadership in the fight against drunk driving and underage drinking.

CDOT's 2018 *The Heat Is On* advertising campaign officially launched July 23rd and exclusively features BACtrack's award-winning [BACtrack Mobile](#) in billboards across the state, online ads, Pandora ads, and social media outreach. The campaign will also be advertised in more than 500 bars and restaurants with jukebox ads and coasters. Additionally, CDOT will have a presence at events and bars statewide offering hands-on demos and free BAC (Blood Alcohol Content) testing using BACtracks.

The ad campaign seeks to increase awareness of breathalyzers and reinforce the idea they should be used in any drinking setting, and by anyone, before driving. With a BACtrack, Coloradans can learn their BAC level to make informed decisions and to confirm they're sober before getting behind the wheel.

Learn more about the campaign and view campaign creative at BACtrack's site at [BACtrack.com/CDOT-2018](https://www.bactrack.com/CDOT-2018) and at CDOT's site, [HeatsOnColorado.com](https://www.HeatsOnColorado.com).

This campaign builds on BACtrack and CDOT's partnership. In 2016, CDOT recruited 225 Coloradans to use a BACtrack and complete surveys about their drinking habits. At the end of the program, 84 percent of participants agreed that owning a smartphone breathalyzer lowered their risk for a DUI or DWAI. Last year, CDOT and BACtrack partnered again on a similar program — this time recruiting first-time DUI offenders, offering them a free BACtrack in exchange for feedback on how the device impacted their decisions relating to drinking and driving. Following the program, 94 percent of participants agreed that everyone who regularly drinks should own a personal breathalyzer.

### **About BACtrack**

San Francisco-based BACtrack is the #1 selling breathalyzer in North America, offering a full range of innovative products for both personal and professional use. Founded in 2001, BACtrack helps people monitor their blood alcohol content and make informed decisions about alcohol consumption. BACtrack has won Popular Science's 'Best of What's New' Award for its innovation in health, a Good Design award for best in category, among other awards, and has been named the top breathalyzer brand by Car & Driver. In 2016, BACtrack created the first wearable alcohol monitor, BACtrack Skyn, which won the NIH 'Wearable Alcohol Biosensor Challenge' and launched BACtrack View, a remote alcohol monitoring system. BACtrack products have been featured in USA Today, The New York Times, WIRED, Fast Company and other national and international publications. BACtrack breathalyzers are available in 20 countries and at over 15,000 store locations including Walgreens, Costco, Best Buy, CVS, and Walmart. BACtrack products can also be purchased online at BACtrack.com, Amazon, Walmart.com and Target.com. Connect with BACtrack via [Twitter](https://twitter.com/bactrack), [Facebook](https://www.facebook.com/bactrack) and [Instagram](https://www.instagram.com/bactrack). For more company information, explore our site [www.bactrack.com](https://www.bactrack.com).

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