

MEDIA CONTACT:  
Stacey Sachs  
[stacey.sachs@bactrack.com](mailto:stacey.sachs@bactrack.com)  
415/425-8324

## **BACtrack® and Colorado Department of Transportation (CDOT) Partner to Reduce Drunk Driving**

*CDOT launches first of its kind, high visibility advertising campaign to promote breathalyzers as a tool to reduce drunk driving and DUIs; BACtrack is exclusive breathalyzer partner.*

**SAN FRANCISCO, CA – August 16, 2017** – [BACtrack®](#), the leader in personal and professional breathalyzers, and the Colorado Department of Transportation (CDOT) have partnered in a statewide campaign to help Coloradans know their limits when it comes to drinking and driving.

The CDOT campaign, *Before You Go, Know*, encourages Coloradans to use a breathalyzer to learn their BAC (Blood Alcohol Content) level to confirm they're sober before getting behind the wheel. The statewide advertising campaign exclusively features BACtrack's award-winning [BACtrack Mobile](#) in radio, online and outdoor ads and in social media campaigns.

This is the first high visibility, state-initiated campaign promoting breathalyzers as a tool to prevent drunk driving and DUIs. The campaign aims to raise awareness of personal breathalyzers, a resource many people may not know exists. Learn more about the campaign and view the CDOT campaign creative at [BACtrack.com/cdot](http://BACtrack.com/cdot) and CDOT's campaign site, [HeatIsOnColorado.com](http://HeatIsOnColorado.com).

"We have a responsibility to not only raise awareness to the dangers and consequences of impaired driving, but to provide resources to Coloradans and help them make informed decisions to avoid driving impaired," said Sam Cole, CDOT Communications Manager. "We are excited to join BACtrack for a first-of-its-kind partnership between a state Department of Transportation and a breathalyzer company to offer discounts on personal breathalyzers."

"CDOT continues to use innovative methods to create awareness and offer solutions to reduce the occurrence of impaired driving," said Keith Nothacker, Founder and CEO of BACtrack. "BACtrack was founded to provide people knowledge and ultimately make them safer. Along with CDOT, we want to support Coloradans and help them make smart decisions when drinking."

Additionally, BACtrack and CDOT are partnering in a study examining the effectiveness of breathalyzers in terms of influencing behavior of first-time DUI offenders. CDOT provided BACtrack Mobiles to 475 first-time DUI offenders to use this summer and complete surveys about their drinking habits, driving, and breathalyzer usage. CDOT will compile results of the study and share them this September.

The study follows CDOT's 2016 research, which examined the effect breathalyzers may have upon drinking habits and decision making. In the study, CDOT provided BACtrack Mobiles to 225 participants during the summer months; 84% of them agreed using a smartphone breathalyzer lowers their risk for a DUI and improves decision-making while drinking. Additionally, 82% of participants agreed anyone who regularly drinks should own a breathalyzer. [Learn more about the 2016 study and view the video overview.](#)

## **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 for consumer electronics, 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.' 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, Target, Rite Aid, and Walmart. BACtrack products can also be purchased online at [BACtrack.com](#), Amazon, Walmart.com and Target.com. Connect with BACtrack via [Twitter](#) and on [Facebook](#). For more company information, explore our site [www.bactrack.com](#).