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## **Man Paralyzed by Drunk Driver Launches Drive Clear to Support Fellow Victims**

*BACtrack® Partners with Drive Clear to Put Breathalyzers in the Hands of Consumers;  
Will Donate \$5 for Every Breathalyzer Purchased at BACtrack.com/DriveClear*

**SAN FRANCISCO, Calif. – April 16, 2015** – In 2010, Jimmy Anderson and his family were hit by a drunk driver who ran a stop sign at 60 mph in Patterson, CA. The tragic accident left Jimmy a quadriplegic, and took the lives of his mother, father and little brother. To honor his family, Jimmy today launched [Drive Clear](#), a nonprofit dedicated to preventing drunk driving and restoring its victims.

“The crash left me with physical and emotional scars that will never heal. The ones on my skin are ugly and painful; the ones on my spine will leave me physically broken for the rest of my life; the ones on my memory haunt my nightmares; and the ones on my heart, well, those are the most difficult to live with. But it’s those same scars that give me purpose,” said Jimmy Anderson, founder and president of Drive Clear. “And if showing people my scars can save a life by encouraging someone not to drive drunk, then the pain of reliving that day is worth it.”

Drive Clear has partnered with [BACtrack®](#), the leader in personal and professional-grade breathalyzers, to put breathalyzers in the hands of as many consumers as possible to empower them to make smart decisions while drinking. Additionally, BACtrack will donate \$5 for each purchase made at [BACtrack.com/DriveClear](#).

“We are both honored and humbled to work with someone who shares such a deep belief in what we stand for,” said Keith Nothacker, president and founder of BACtrack. “Jimmy has been through an unthinkable tragedy and he can speak firsthand about the extreme outcomes of impaired driving. We strongly feel people need to hear Jimmy’s story so they can learn from his experience and make smarter, more informed decisions while drinking.”

### **Restoring the Victims**

According to the NHTSA, alcohol-impaired motor vehicle crashes cost more than an estimated \$37 billion each year. From medical expenses, to disability resources, to the cost of replacing a vehicle, the victims of these accidents are too often forced to choose between their own well-being or financial ruin.

Understanding the costs associated with drunk driving, Jimmy created Drive Clear to provide a way for the victims of drunk driving to raise the funds they need. Through individualized [Recovery Campaigns](#), survivors can share their stories, bring attention to their specific needs, and encourage family, friends

and good-hearted individuals to donate to their campaigns. And unlike other fundraising sites, 100 percent of the donations raised for a specific campaign go directly to the person in need.

### **Drunk Driving Prevention**

Drive Clear aims to prevent drunk driving by providing consumers with the knowledge and tools needed to take responsibility for their own safety. By partnering with BACtrack, Drive Clear hopes to put breathalyzers in the hands of as many people as possible so they can ensure they are safe to get behind the wheel after consuming alcohol.

BACtrack offers a range of breathalyzers that allow consumers to test their BAC levels anytime, anywhere. For applications that demand the most accurate results, [BACtrack's Professional Series](#) with advanced Xtend® Fuel Cell Sensor technology offers the highest level of accuracy and consistency. For personal and home BAC testing, [BACtrack's Elite Series](#) with proprietary MicroCheck® Sensor technology offers consumers reliable, easy-to-use and affordable options.

“Preventing drunk driving requires more than just words,” continued Anderson. “We can’t just ask people to drink responsibly; we have to give them the tools to take responsibility.”

Together, Drive Clear and BACtrack hope to make breathalyzers as synonymous with safety as putting on a seatbelt, making the roads a safer place and ultimately saving lives.

If you are interested in donating to Drive Clear or are a victim of drunk driving who needs assistance, you can find more information by going to [driveclear.org](http://driveclear.org).

### **About Drive Clear**

Drive Clear is a 501(c)(3) nonprofit organization dedicated to preventing drunk driving and providing assistance to those who have been harmed by it. By partnering with local businesses, Drive Clear is able to provide people with the tools they need to ensure that they are both safe and legal to drive. The nonprofit also offers individualized recovery campaigns so that the victims can raise the funds they need to cover the expenses they have incurred as a result of being injured by a drunk driver.

If you would like to know more about Drive Clear or are interested in donating, you can visit us at [driveclear.org](http://driveclear.org). You can also follow us on [Twitter](#) and [Facebook](#) to learn about upcoming events and to stay up-to-date on everything going on at Drive Clear.

### **About BACtrack**

San Francisco-based BACtrack is the U.S. leader in breathalyzers, offering a full range of innovative products for both personal and professional use. Founded in 2001, BACtrack helps people monitor their Blood Alcohol Content (BAC) and make informed decisions about alcohol consumption. In 2013, BACtrack launched BACtrack Mobile, the world’s first smartphone breathalyzer that uses police--grade fuel cell sensor technology and Bluetooth connectivity. It has since won Popular Science’s 2013 ‘Best of What’s New’ Award for its innovation in health, and an Edison Award for Industrial Design. BACtrack breathalyzers are available in 20 countries and at over 15,000 store locations, including Walgreens,

Costco and Best Buy stores, and can be purchased online at Amazon, Walmart.com, and Target.com. BACtrack products have been featured on Oprah's All Stars, The Dr. Phil Show, The Doctors, and MythBusters. Connect with BACtrack via [Twitter](#) and on [Facebook](#). For more company information, visit [www.bactrack.com](http://www.bactrack.com).

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