



KISS NEWSLETTER COPY
Anti-Drug Drive
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Standfirst (30 words):

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Don't do drugs and drive

If you go out to the clubs and bars in London, get clued up on the penalties you face if you drug drive.

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Article (280 words):

Drug driving ... you'd be off your head.

If you go out to the clubs and bars in and around London, get clued up on the penalties you face if you drug drive.

Some regard it as a soft option to drink driving, however, anybody taking drugs and getting behind the wheel when impaired faces **exactly the same penalties** if caught.

If convicted for drug driving offences in the UK, you'll face:

- A minimum one year driving ban
- A fine of up to £5,000
- Up to six months in prison

And that's just for starters! Some other penalties will also affect convicted drug drivers ...

If that wasn't enough, you will have a criminal record (just like a convicted drink driver) which may exclude you from:

- Getting a visa to the USA (and possibly other countries)
- Working with children
- Being able to hire a car

Plus a potential three-fold hike in the cost of your insurance premiums!

Drugs affect the way you think and behave and can affect drivers by causing slower reaction times, poor concentration, sleepiness, confusion, distorted perception, over-confidence, impaired co-ordination, hallucinations, blurred vision, aggression and dizziness – to name just a few!

That's why more than 1.2 million beer mats and 15,000 posters are being sent to 1,200 of the most popular pubs and clubs across London with the message "Drug driving...you'd be off your head".

So when you're heading home from your night out ... it's best to arrange some other means of transport than run the risk of driving under the influence of drugs and getting caught

For more information go to: www.drugdrivinglondon.com

For advice about drug use go to: www.talktofrank.com

ENDS

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