

# CODE FOR THE ROAD

FOLLOW THE RULES. FOLLOW THE LAW.



## NEWS

### For Immediate Release

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### **NDDOT wins awards for DUI prevention video**

*Statewide* – Recognition for creative excellence in advertising has been awarded to impaired driving prevention materials developed for the North Dakota Department of Transportation’s Code for the Road safety initiative.

The awards—four in all —were announced recently at the Montana Advertising Federation ceremony.

An emotional impaired driving prevention video, “Empty Spaces,” was named the People’s Choice by the advertising, design, media and business professionals attending the event held in Great Falls, Montana. This 12-minute video also received a gold Addy, the highest recognition in an individual category. The video features interviews with family, friends, first responders and a driver who is currently incarcerated for his role in a drunk driving crash that took the lives of two young men on a North Dakota highway near Trenton in June of 2013.

“Recognition for this video really belongs to the people who shared their experience in the hope that something positive could come out of a tragic event. The consequences of this crash will affect everyone it touched for the rest of their lives,” said Karin Mongeon, director of the NDDOT Safety Division.

The “Empty Spaces” video is dedicated to the memory of cousins Blake Reynolds and Eddy Kimmel who lost their lives in the drunk driving crash.

It was produced by Ronda Banik, who guided the storyline through numerous interviews, and directed by Eric Heidle both from the Montana-based media firm, Banik Communications. Charley Fern of Fern Films in Great Falls, Montana provided videography and post-production. “Empty Spaces” and a library of current prevention videos from the North Dakota Department of Transportation can be viewed at [www.youtube.com/user/CodeForTheRoad](http://www.youtube.com/user/CodeForTheRoad).

A gold Addy was also awarded to the 2014 impaired driving prevention Code for the Road campaign with three, thirty-second ads: “Fashion;” “Make Up;” and “Long Distance.”

An ice chest “cooler wrap” which appeared at convenience stores and gas stations in North Dakota during the summer of 2014 received a silver Addy. The “cooler wrap” was designed to mimic a jail cell made of ice blocks to publicize DUI law enforcement patrols.

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The North Dakota Department of Transportation and their partners employ prevention education as one element of a multilayered strategy to reduce deaths and injuries on roadways in North Dakota. More information is available at [codefortheroad.com](http://codefortheroad.com)

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