



**Delia Lawrie**

MINISTER FOR INFRASTRUCTURE AND TRANSPORT

6 December 2007

## **WHO'S BOB TONIGHT? CHRISTMAS CAMPAIGN LAUNCHED**

The annual Sober Bob Christmas campaign was launched by Transport Minister Delia Lawrie today.

Ms Lawrie said the Sober Bob campaign aims to reduce alcohol related deaths and injuries on Territory roads.

“It’s the festive season and a lot more people will be out having a good time – so it is important to look after your mates,” Ms Lawrie said.

“If you are the designated driver (Sober Bob), over 130 hotels, restaurants, pubs and clubs will give you free soft drinks as part of the Northern Territory Government and hospitality industry’s Sober Bob initiative.

“Plan your transport home if you will be drinking, and if you’re Bob for the night take advantage of this free initiative.

“Sober Bob has been running since 1997 and I thank the many venues that are participating in the program,” Ms Lawrie said.

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