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**(Wyo.)- Gov., First Lady Announce Anti-DUI Campaign**



By: Jeremy Anderson Posted at: 05/20/2013 02:43 PM

CHEYENNE, Wyo. (AP) - Wyoming Gov. Matt Mead and First Lady Carol Mead say they hope a new, hard-hitting media campaign will reduce drunk-driving fatalities and injuries in the state.

Wyoming saw 954 alcohol-related crashes in 2012. Gov. Mead says those crashes resulted in 391 injuries and 41 deaths.

Because Wyoming has such a small population, Mead says it's more likely that citizens know someone who died or lost a family member.

The Governor's Council on Impaired Driving is rolling out advertisements that emphasize how much it costs to get cited for drunken driving, and that people convicted of the crime stand may lose their license.

The campaign also focuses on the eight members of the University of Wyoming track team who were killed by a drunken driver more than 10 years ago.