

FOR IMMEDIATE RELEASE

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Nu-Look Collision Centers Spreads DWI Awareness & Prevention with 'I BLEW IT BOOTH' @ East End Fest

ROCHESTER, NEW YORK – Nu-Look Collision Centers aims to help bring greater awareness to the effects of drinking and driving with its 'I Blew It' DWI Awareness & Prevention Program. If one plans on drinking and driving, it's important to have a 'game-plan' before one goes out and about to Rochester's many festivals and concerts this summer and beyond. At each East End Fest, Nu-Look Collision's 'I Blew It' Booth' is located next to Vinyl Night Club, 291 Alexander St., with free breathalyzers available to the public.

Building Greater DWI Awareness & Prevention with 'I Blew It' Program

The Nu-Look Collision Centers 'I Blew It' Program began in 2006, and is partnered with the East End Festival, one of Rochester's larger live music events. Nu-Look Collision Centers funds and runs the 'I Blew It' Booth entirely through private funds. And there is no police involvement. Says Owner/Founder Jeff DiFulvio, 'Most people don't actually blow a breathalyzer until they are pulled over'. Or until it is often too late...

700+ Breathalyzers Blown per Event at East End Fest

At the East End Fest's Nu-Look Collision 'I Blew It Booth', anyone can take a free breathalyzer to see what they 'blow'. More importantly, participants see firsthand for themselves how little it takes to blow over the DUI or DWI levels. Test results are confidential. Breathalyzer participants who ask the Nu-Look Booth 'I Blew It' team what to do are always advised to find an alternate ride home - no matter their breathalyzer level registered. Taxi Service numbers are visibly posted, but what happens from there is an individual choice to find a safer ride home with a non-intoxicated friend or taxi service. The next East End Festival is August 15, and all are invited to see Nu-Look Collision's 'I Blew It Booth' Program live and 'on-the-scene'.

About Nu-Look Collision Centers

Voted best Auto Collision Repair shop for the last 6 consecutive years by the Democrat & Chronicle's Rochester Choice Awards, Nu-Look Collision started in 1981 as a one-man operation by Owner/Founder Jeff DiFulvio. To date, Nu-Look has 7 convenient locations in and around the Greater Rochester area employing over 100 people and performing collision repairs on over 9,000 vehicles a year. Nu-Look Collision Centers' CSI rating (Customer Service Index) consistently places in the mid-high 90's out of 100%

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