

Avoid the 30 Riverside County PRESS RELEASE



FOR IMMEDIATE RELEASE

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CONTACT:

Sergeant Skip Showalter
Riverside Police Department
Phone: 951-351-6046 Email: sshowalter@riversideca.gov

Don't Let Alcohol Force You Out of the Game

Be sure to include a designated driver in your starting lineup this weekend

Riverside CA - The Avoid the 30 Riverside County DUI Campaign is reminding football fans watching this year's Super Bowl game with friends and family to make the right decision before kickoff and plan for a designated sober driver before the big game. Law enforcement agencies are lending their support to the national "Fans Don't Let Fans Drive Drunk" message from the National Football League (NFL), the California Office of Traffic Safety (OTS), the National Highway Traffic Safety Administration (NHTSA), and the Techniques for Effective Alcohol Management (TEAM) Coalition.

The Avoid the 30 DUI Task Force will be deploying special roving DUI patrols on Sunday, February 5th in several communities throughout the area looking to stop and arrest drivers who are impaired by alcohol or drugs. These DUI patrols, in addition to regularly scheduled patrol officers, are all looking for the tell-tale signs of an intoxicated driver behind the wheel.

In 2010, over 10,000 people were killed in motor vehicle traffic crashes that involved at least one driver or motorcycle rider with a blood alcohol concentration (BAC) of .08 or higher. In California, this deadly crime led to 791 deaths because someone failed to designate a sober driver.

"Because the Super Bowl has become somewhat of a holiday celebration for many people, we want to remind everyone to enjoy the game in a responsible manner. Real football lovers don't allow other fans to drive drunk," said Christopher O. Vicino, Assistant Chief of Police, Riverside Police Department. "We are asking all party hosts and bar owners to take extra care of their family, friends, and patrons by assisting them to designate a sober driver. This way, everyone wins!"

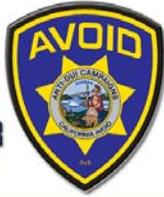
The *Fans Don't Let Fans Drive Drunk* message supports the league-wide designated-driver campaign called **Responsibility Has Its Rewards**. Celebrating its ninth season in 2011, the campaign encourages fans to participate in designated-driver programs supported by beer and concessionaire companies at every NFL stadium nationwide. The *Responsibility Has Its Rewards* Super Bowl XLVI winners were randomly selected Designated Drivers for the Season from the AFC Champion and NFC Champion teams. They attend the 2012 Pro Bowl in Honolulu, HI. Rewarding responsible behavior is just as important to the *Fans Don't Let Fans Drive Drunk* safety message as reminding fans about the risks of drinking and driving.

"We want everyone to make the right decision on Super Bowl Sunday," said Chris Murphy, Director of the California Office of Traffic Safety. "Having a designated sober driver should be an obvious call in everyone's play book. Making sure designated sober drivers know how much we appreciate their responsible decision is what will make this year's celebration extra special – and extra safe."

The Avoid DUI Patrols are funded by the California Office of Traffic Safety who remind everyone to please; Report Drunk Drivers – Call 9-1-1! More information can be found on NHTSA's Super Bowl XLVI page; *Fans Don't Let Fans Drive Drunk*; and OTS's *California Avoid DUI*



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SUPER BOWL XLVI



If you are hosting a Super Bowl XLVI Party:

- Make sure all of your guests designate their sober drivers before kick-off or help arrange ride-sharing with other sober drivers
- Find unique ways to recognize the designated drivers at your party
- Give them a great spot to watch the game
- Whatever non-alcoholic beverage they are drinking, make sure their glass is always full
- Let them have the first pass at the buffet table
- Make sure their cars are easy to access when it is time to start driving people home
- Serve plenty of food
- Offer a variety of non-alcoholic choices like non-alcohol beers, soft drinks, juice, and water
- Serve one drink at a time and serve measured drinks
- Only serve alcohol to guests over 21 years of age
- Determine ahead of time when you'll stop serving alcohol, such as one hour before the end of the party or at the end of the third quarter of the game (just like NFL stadiums) and begin serving coffee and dessert
- Add the numbers of local cab companies into your phone so they are just one touch away
- Take appropriate steps to prevent anyone from driving while impaired
- Be prepared for guests to spend the night if an alternative way home is not available

If you are attending a Super Bowl party or watching at a sports bar or restaurant:

- Designate your sober driver before the party begins and leave your car keys at home if you plan to drink
- Find unique ways to recognize the designated drivers when you are out at a bar or restaurant
- Offer to be the designated driver the next time you go out
- Cover the cost for parking or even pay for a tank of gas
- Whatever non-alcoholic beverage they are drinking, make sure their glass is always full
- Pick up the tab for their food and drink
- Before you go out, add the numbers for local cab companies in your cell phone so if you find yourself in need of a ride, it is just one touch away
- Avoid drinking too much alcohol, too fast. Pace yourself—eat enough food, take breaks and alternate with non-alcoholic drinks.
- Take appropriate steps to prevent anyone from driving while impaired. **Remember, Fans Don't Let Fans Drive Drunk.**
- Always buckle up – it's your best defense on the road

For more information, please visit www.FansDontLetFansDriveDrunk.org or www.californiaavoid.org or <http://www.nhtsa.gov/Impaired>.

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