



Avoid the 30 Riverside County PRESS RELEASE



FOR IMMEDIATE RELEASE

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Celebrate St. Patrick's Day Safely This Year and Every Year

*Pick a Designated Driver or Contact Your Local Sober Ride Program
Remember: 'Buzzed Driving is Drunk Driving'*

Riverside CA - Everybody may be Irish on St. Patrick's Day, but nobody should drive drunk after celebrating Ireland's patron saint this Saturday, March 17, 2012.

The Avoid the 30 Riverside County DUI Campaign will be deploying additional officers on overtime this weekend, supporting routine traffic and patrol officers and focusing on drinking driver hotspots. Police officers, sheriff deputies and CHP officers will have a "zero tolerance" response toward impaired drivers who fail to use a designated sober driver.

Last year during the St. Patrick's Day period, there were 3 people killed and 96 seriously injured in traffic collisions across California involving at least one driver or motorcyclist with a BAC of .08 percent or higher, according to statistics compiled by the California Office of Traffic Safety.

Law enforcement officials recommend the following easy steps for a safe St. Patrick's Day:

- Plan a safe way home before the festivities begin and designate a sober driver.
- Use your community's sober ride program.
- If you happen to see a drunk driver on the road, don't hesitate to report them - Call 911!
- And remember, if you know people who are about to drive or ride while impaired, take their keys and help them make other arrangements to get to where they are going safely.

The national **Buzzed Driving is Drunk Driving** crackdown is led by the California Office of Traffic Safety (OTS) and NHTSA, with the California Avoid DUI Task Force Campaign combining high-visibility enforcement and heightened public awareness through publicity.

The program is funded through a grant by the California Office of Traffic Safety who reminds everyone to please; Report Drunk Drivers – Call 911!

Media Notes: The Saint Patrick's Day enforcement period runs from 6:00 p.m., March 16 to 6:00 a.m. March 18. To schedule an interview regarding anti-drunk driving efforts, or to request a ride-along with law enforcement regarding this weekend's effort, please contact Sergeant Skip Showalter at 951.351.6046 or via email at sshowalter@riversideca.gov



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