



Avoid the 30 Riverside County PRESS RELEASE



FOR IMMEDIATE RELEASE

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CONTACT:

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Memorial Day Weekend Holiday DUI Crackdown

High Visibility Avoid DUI Campaign Set for Holiday Weekend

Riverside, CA – The Avoid the 30 DUI Campaign will be deploying officers this holiday weekend at DUI/Driver's License checkpoints and through DUI saturation patrols countywide to arrest impaired drivers who still don't get the message.

The Memorial Day weekend is the first holiday travel period of the summer season and this, coupled with many college and high school graduations, will see friends and families gathering to celebrate, often with alcohol. Law enforcement is reminding everyone to make plans now for those weekend trips and celebrations and to use a 'Designated Driver' to avert arrest or worse, a deadly drunk driving tragedy.

"Local and state traffic officers will be out in great numbers this Memorial Day weekend. If you drink and drive your odds of being arrested will be very high," according to Riverside Chief of Police Sergio Diaz. "Please arrange for a designated driver and save yourself the pain and expense of a DUI arrest, or worse, a tragic DUI crash."

The enforcement blitz begins Friday night with DUI/Driver's License checkpoints in the cities of La Quinta, Lake Elsinore, Moreno Valley, Palm Desert and Palm Springs. Special DUI saturation patrols will deploy in the cities of Desert Hot Springs, La Quinta, Menifee and San Jacinto. More local DUI saturation patrols will be out on Saturday and Sunday nights in the cities of Banning, Blythe, Moreno Valley and Murrieta. The California Highway Patrol is deploying all available officers Memorial Day weekend onto freeways and county roads in their jurisdiction.

"The summer months traditionally see a rise in DUI deaths and injuries," said Chris Murphy, Director of the California Office of Traffic Safety. "Let's turn this trend around in 2012. Take measures to use a designated sober driver and call 9-1-1 to report a suspected drunk driver should you witness the tell-tale signs of impairment; such as weaving, crossing the center line, or a driver slow to start when the signal light turns green."

Law enforcement region-wide is asking for everyone's support this holiday weekend and throughout the summer:

- Arrange rides home for your friends, family, co-workers and yourself before the drinking begins
- Those hosting celebrations and servers must limit drinks to your guests or patrons. Don't serve more than one or two over several hours.
- Identify and provide free non-alcoholic drinks to the Designated Driver
- Cut back on the amount of drinks you plan to bring to the party – and provide plenty of food.
- If you see dangerous driving, Report Drunk Drivers – Call 9-1-1!

Funding for the Avoid DUI Campaign is through a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration. The Avoid Campaign will deploy checkpoints and DUI patrols again during the Independence Day Holiday and for the summer August/Labor Day DUI Mobilization.

Note: See attached Enforcement Schedule of Operations for dates/locations/times within the county.

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Avoid the 30 Riverside County MEDIA ADVISORY



Memorial Day Weekend Schedule of Operations

www.californiaavoid.org

May 24, 2012

Sobriety Checkpoint:

FRIDAY, May 25:

La Quinta Police Department: 7 p.m. to 3 a.m.
Lake Elsinore Police Department: 8 p.m. to 3 a.m.
Moreno Valley Police Department: 8:30 p.m. to 2:30 a.m.
Palm Desert Police Department: 7 p.m. to 3 a.m.
Palm Springs Police Department: 8 p.m. to 3 a.m.

SATURDAY, May 26:

Coachella Police Department: Undisclosed Time
Norco Police Department: 8 p.m. to 3 a.m.
Riverside Police Department: 6 p.m. to 12 a.m.

Saturation Patrols:

FRIDAY – MONDAY, May 25-28: Extra DUI Roving Patrols will be assigned by police in the cities of Banning, Blythe, Desert Hot Springs, La Quinta, and Moreno Valley. Sheriff's deputies will staff extra DUI units in the cities of La Quinta, Lake Elsinore, San Jacinto, Menifee and Murrieta to support those police departments.

California Highway Patrol Maximum Enforcement Period: CHP will deploy all available officers to the region's freeways and unincorporated roads beginning 6 PM, Friday through midnight, Monday.

Warrant / Probation Sweep Operations - None Scheduled

Court Sting Operations – None Scheduled

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The first holiday weekend of the summer season, along with graduations, is a dangerous time of the year for young adults and anyone who fails to designate a sober driver. Law Enforcement throughout California reminds everyone to 'Drive Sober or Get Pulled Over.' Funding for the California Avoid DUI Campaign is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.



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