

# Avoid the 30 Riverside County PRESS RELEASE



**FOR IMMEDIATE RELEASE**

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## **Law Enforcement DUI Task Force Cracking Down On Impaired Drivers This Fourth of July**

**Riverside, CA** – Most Americans may not realize it, but the Fourth of July is one of the deadliest holidays of the year due to alcohol-impaired driving crashes.

That is why this Fourth of July the Avoid the 30 DUI Task Force is stepping up enforcement efforts to catch and arrest impaired drivers who put themselves and others at risk. These efforts are part of the ongoing “Drive Sober or Get Pulled Over” enforcement crackdown.

“The Fourth of July is one of the deadliest holidays due to an increase in impaired-driving fatalities,” said Chief Sergio Diaz of the Riverside Police. “Too many people die behind the wheel each year due to those who choose to drive after drinking, so our officers will be out in full force this Fourth of July, actively looking for impaired drivers.”

The DUI Task Force plans to deploy special DUI saturation patrols on Tuesday and Wednesday late into the night. With Independence Day falling on a Wednesday, many in our community will be taking the rest of the week off so DUI checkpoints and saturation patrols will be out in force throughout the weekend.

In 2010, impaired-driving crashes accounted for 31 percent of all traffic-related fatalities in the United States killing more than 10,000 people. That is an average of one alcohol-impaired driving fatality **every 51 minutes**.

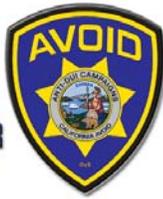
Often Fourth of July celebrations start during the day, but last well into the night – making the dangers from impaired drivers even higher at night.

The Avoid the 30 DUI Task Force reminds everyone that there are numerous consequences as a result of being caught driving impaired, such as the risk of killing or harming others, jail time, insurance hikes and potential loss of driver’s license, just to name a few.

The Avoid the 30 DUI Task Force recommends these simple tips for a safe Fourth of July:

- Plan a safe way home before the fun begins;
- Before drinking, designate a sober driver;
- If you’re impaired, use a taxi, call a sober friend or family member, or use public transportation;
- Use your community’s sober ride program;
- If you happen to see a drunk driver on the road, don’t hesitate, Report Drunk Drivers! Call 911;
- And remember, “Drive Sober or Get Pulled Over.” If you know someone who is about to drive or ride while impaired, take their keys and help them make other arrangements to get to where they are going safely.

Funding for the Avoid campaign is from a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration. For more information on regional/statewide Avoid DUI Task Force campaigns, enforcement schedules and daily DUI arrest/fatality statistics, visit the [www.californiaavoid.org](http://www.californiaavoid.org) and [www.StopImpairedDriving.org](http://www.StopImpairedDriving.org). The Avoid Campaign will deploy sobriety checkpoints and DUI patrols again during the August/Labor Day DUI Mobilization beginning August 17.



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## Avoid the 30 - Riverside County DUI Enforcement Operations

[www.californiaavoid.org](http://www.californiaavoid.org)

### **Sobriety/Driver's License Checkpoints:**

TUESDAY, July 3: Blythe Police Department and CHP-Blythe: 8 p.m. to 2 a.m. in the City of Blythe

FRIDAY, July 6: Temecula Police Department: 8 p.m. to 3 a.m. in the City of Temecula

**Task Force Operations:** None Scheduled

### **DUI Saturation Patrols:**

Tuesday/Wednesday, July 3-4: Extra DUI roving patrols will be assigned by police within the cities of Banning, Desert Hot Springs and Murrieta.

California Highway Patrol Maximum Enforcement Period: CHP will assign all available officers to the region's freeways, state highways and unincorporated roads beginning 6 PM Tuesday through midnight Wednesday.

Police and sheriff's deputies will assign additional saturation patrols Thursday through Sunday within the cities of Beaumont, Corona, La Quinta, Lake Perris, Menifee and Palm Springs.

If you aren't sure - Remember, Buzzed Driving is Drunk Driving!

**MEDIA NOTES:** To schedule an interview regarding impaired driving efforts and programs in California, please contact Chris Cochran, California Office of Traffic Safety at (916) 509-3063 or via email at [ccoehran@ots.ca.gov](mailto:ccoehran@ots.ca.gov).



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