



# Avoid the 30 Riverside County PRESS RELEASE



FOR IMMEDIATE RELEASE  
December 12, 2012

**CONTACT:**  
Sergeant Skip Showalter  
Riverside Police Department  
Phone: 951.351.6046  
Email: sshowalter@riversideca.gov

## Avoid the 30 Riverside County DUI Task Force Plans Holiday Crackdown To Stop Impaired Driving and Save Lives

Riverside, CA – Heads up holiday party-goers! To help save lives this holiday season, law enforcement from thirty law enforcement agencies are launching a special “Drive Sober or Get Pulled Over” crackdown to stop impaired drivers and to save lives on our roadways.

The Riverside County DUI Avoid the 30 Task Force is announcing that all officers and deputies will be aggressively looking for impaired drivers and will arrest anyone caught driving under the influence. Enforcement efforts will include more than seventy DUI/driver’s license checkpoints, DUI saturation patrols and multi-agency DUI task force patrols. In addition, the CHP will deploy all available officers during two Maximum Enforcement Periods – Christmas and New Year’s weekends. This special enforcement crackdown will run from December 14, 2012, through January 1, 2013.  
(See attached Enforcement Schedule of Operations)

“Lots of folks will be out during this busy holiday season, enjoying themselves and the holiday festivities, and we want everyone to be safe on our roadways,” said Riverside Police Chief Sergio Diaz. “That’s why we will be stepping up enforcement to catch and arrest impaired drivers. Please be forewarned. If you are caught driving impaired, you will be arrested. No warnings. No excuses.”

During 2010, more than 10,000 people were killed nationwide in motor vehicle traffic collisions involving an impaired driver and in California, 791 people died on our state’s streets and highways. **In Riverside County, there were 59 individuals killed due to impaired drivers.**

The holiday season is a particularly dangerous time. During December 2010, 30 percent of all fatalities in motor vehicle collisions involved alcohol-impaired drivers. Data also shows that among those alcohol-impaired driving fatalities, 71 percent occurred when drivers had nearly twice the legal limit blood alcohol concentration of .15 % BAC or higher.

*Heads Up* – violators face jail time, loss of driver license, and steep financial consequences such as higher insurance rates, attorney fees, court costs, lost time at work, and the potential loss of a job.

The Avoid the 30 Task Force recommends three simple steps people can take to stay safe and out of trouble:

1. Plan ahead. If you will be drinking, do not plan on driving. Designate a sober driver or find another safe way home. Even one too many drinks increases the risk of a crash while driving a motor vehicle.
2. If you are impaired, find another way home. If you’re impaired, use a taxi, call a sober friend or family member, or use public transportation. **The Auto Club (AAA) sponsors a complimentary Topsy Tow service on New Year’s Eve and the Fourth of July. This service offers free rides to drivers who have been drinking. Ask for a Topsy Tow by calling 1-800-400-4AAA (4222).**
3. Be responsible. If someone you know is drinking, do not let them get behind the wheel. If you think you see an impaired driver on the road, Report Them - Call 911! Your actions may save someone’s life, and your inaction could cost a life.

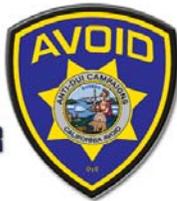
“We want everyone to enjoy their holidays, but we also want our roadways to be safe,” said Christopher J. Murphy, Director of the California Office of Traffic Safety. “Police, sheriffs and the CHP will be out in force to help save lives, and they are not going to tolerate impaired driving. So remember, ‘Drive Sober or Get Pulled Over.’ They will be watching.”

The national **Driver Sober or Get Pulled Over** crackdown is led by the California Office of Traffic Safety (OTS) and the National Highway Traffic Safety Administration (NHTSA), with the California Avoid DUI Task Force Campaign combining high-visibility enforcement and heightened public awareness through publicity. The program is funded by the California Office of Traffic Safety.

**Media Notes:** See attached enforcement schedule of operations for dates and locations within the county. To schedule an interview regarding anti-drunk driving efforts, or to request a ride-along with law enforcement during the holiday period, please contact Sergeant Skip Showalter at 951-351-6046 or via email at sshowalter@riversideca.gov

For Riverside County Avoid the 30 program information and results, visit [avoidthe30.org](http://avoidthe30.org) or look for us on Facebook. Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration. The California Office of Traffic Safety and the Avoid the 30 Task Force remind everyone to please – Report Drunk Driving – Call 9-1-1!

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## Avoid the 30 – Riverside County Winter Holiday DUI Crackdown

Riverside, CA - Riverside County Avoid the 30 is announcing its upcoming enforcement operations for the Winter Holiday DUI Campaign. The following schedule of operations, dates, and locations are current as of December 13, 2012, and are provided for media release.

### Friday, December 14<sup>th</sup>

#### **DUI/DL Checkpoint**

City of San Jacinto	1900-0300	
City of Jurupa Valley	2000-0300	(OTS Mini-Grant)
City of Murrieta	1900-0300	(OTS Mini-Grant)

#### **Multi-Agency DUI Task Force Operation – Region 5**

Cities of Blythe, Coachella, Indio and La Quinta

#### **DUI Saturation Patrol**

City of Corona 1900-0300

### Saturday, December 15<sup>th</sup>

#### **DUI/DL Checkpoint**

City of La Quinta	1900-0300	(OTS Mini-Grant)
City of Moreno Valley	2130-0330	(OTS Mini-Grant)
City of Palm Desert	2000-0300	(OTS Mini-Grant)

#### **DUI Saturation Patrol**

City of Blythe	1900-0300	
City of Menifee	1900-0300	
City of Rancho Mirage	1900-0300	
City of Palm Springs		(OTS Mini-Grant)

#### **Roving Patrol**

CHP Riverside

### Sunday, December 16<sup>th</sup>

#### **DUI Saturation Patrol**

City of Palm Springs (OTS Mini-Grant)

### Monday, December 17<sup>th</sup>

#### **DUI Saturation Patrol**

City of Desert Hot Springs	1900-0300	
City of Palm Springs		(OTS Mini-Grant)
City of Riverside	1900-0300	(OTS Mini-Grant)

### Thursday, December 20<sup>th</sup>

#### **DUI Saturation Patrol**

City of San Jacinto 1900-0300

### Friday, December 21<sup>st</sup>

#### **DUI/DL Checkpoint**

City of Desert Hot Springs	1900-0300	(OTS Mini-Grant)
City of Riverside	2000-0200	(OTS Mini-Grant)

#### **Multi-Agency DUI Task Force Operation – Region 1**

Cities of Lake Elsinore, Lake Perris, Menifee, Murrieta, Perris and Temecula

#### **DUI Saturation Patrol**

City of Blythe, Eastvale and Hemet



# Avoid the 30 Riverside County MEDIA ADVISORY



## Saturday, December 22<sup>nd</sup>

### **DUI/DL Checkpoint**

City of Lake Elsinore

CHP Indio

City of La Quinta 1900-0300 (OTS Mini-Grant)

City of Menifee 1900-0300 (OTS Mini-Grant)

### **DUI Task Force Operation**

CHP Riverside

### **DUI Saturation Patrol**

Cities of Beaumont, Coachella, Jurupa Valley, Palm Desert, Palm Springs, Riverside and Temecula

## Sunday, December 23<sup>rd</sup>

### **DUI Saturation Patrol**

City of Riverside 1900-0300

## Thursday, December 27<sup>th</sup>

### **DUI Saturation Patrol**

City of Riverside 1900-0300 (OTS Mini-Grant)

## Friday, December 28<sup>th</sup>

### **DUI/DL Checkpoint**

City of Moreno Valley 2130-0330 (OTS Mini-Grant)

City of Palm Desert 2000-0300 (OTS Mini-Grant)

City of Palm Springs 2100-0300 (OTS Mini-Grant)

### **Multi-Agency DUI Task Force Operation – Region 2**

Cities of Corona, Eastvale, Jurupa Valley, Moreno Valley and Riverside

### **DUI Saturation Patrol**

Cities of Beaumont, Desert Hot Springs and Murrieta

### **Roving Patrol**

CHP Indio

## Saturday, December 29<sup>th</sup>

### **DUI/DL Checkpoint**

City of Eastvale 2000-0300

City of La Quinta 1900-0300 (OTS Mini-Grant)

### **DUI Saturation Patrol**

Cities of Banning, Coachella, Moreno Valley, Palm Springs and Perris

### **Roving Patrol**

CHP Indio

## Monday, December 31<sup>st</sup>

### **DUI/DL Checkpoint**

City of Indian Wells 2000-0300

CHP - Riverside

### **DUI Saturation Patrol**

Cities of Blythe, La Quinta and Lake Perris

### **Roving Patrol**

CHP Indio

## Tuesday, January 1<sup>st</sup>, 2013

### **Roving Patrol**

CHP Indio

Additional information about the Avoid Program and operational plans from around the region can be found at [avoidthe30.org](http://avoidthe30.org) or look for us on Facebook.

Funding for the "Avoid" program is provided by a grant from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.

**Media Notes:** Reporters are invited to ride along with law enforcement or may join task force and checkpoint operations in your region throughout the campaign by contacting the PIO contact listed above.

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