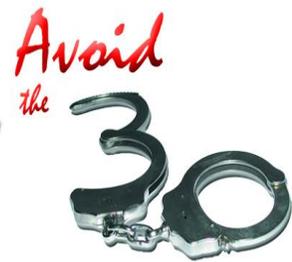




Avoid the 30 Riverside County PRESS RELEASE



FOR IMMEDIATE RELEASE
January 2, 2013

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WINTER HOLIDAY AVOID DUI CAMPAIGN – FINAL REPORT

The 2012-2013 Winter Holiday DUI Mobilization crackdown on drinking drivers has ended and has resulted in a significant number of DUI arrests from sobriety checkpoints, special saturation patrols, task force operations and routine patrols in the Riverside County “Avoid the 30” DUI Campaign for the past 19 days.

From 12:01 AM, Friday, December 14, through Midnight, Tuesday, January 1, 2013, officers representing 30 Riverside County law enforcement agencies have arrested 754 individuals for driving under the influence of alcohol or drugs. During the same time period last year, 682 DUI arrests occurred. Tragically, there were 3 deaths attributed to a drunk driver in our area! Last year, there were five deaths attributed to impaired driving during the year end campaign. (**NOTE: These numbers are only provisional with some agencies yet to report or Coroner’s reports pending**)

Law enforcement officials will be conducting more Avoid DUI operations throughout Riverside County on February 3 for Super Bowl Sunday and then again in March for local St Patrick’s Day festivities. Police officers, sheriff deputies and the CHP encourage all motorists to help law enforcement every day: Report Drunk Drivers – Call 9-1-1 anytime you encounter an impaired driver.

DUI checkpoints, along with regularly scheduled high visibility DUI enforcement, are proven strategies with the goal of removing impaired drivers from the road and heightening awareness of the dangers of driving under the influence of drugs and alcohol. According to the National Highway Traffic Safety Administration (NHTSA), sobriety checkpoint programs can yield considerable cost savings: \$6 for every \$1 spent.

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

MEDIA NOTES To schedule an interview regarding anti-drunk driving efforts, or to request a ride-along with law enforcement during any 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 or [facebook.com/Avoidthe30](https://www.facebook.com/Avoidthe30). 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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