



Avoid the 30 Riverside County PRESS RELEASE



FOR IMMEDIATE RELEASE
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Avoid the 30 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. The percentage of fatalities caused by impaired driving increases during the Independence Day holiday. According to the National Highway Traffic Safety Administration, 392 people were killed in motor vehicle traffic crashes during the Fourth of July holiday in 2010 (**6:00pm July 2- 5:59am July 6**). Of those fatalities, 39 percent were in crashes that involved at least one driver or motorcycle operator with a blood alcohol concentration (BAC) of .08% or higher. 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

That's why this Fourth of July law enforcement agencies throughout Riverside County are stepping up enforcement efforts as part of the ongoing Avoid the 30 DUI Task Force. They will join thousands of agencies statewide in the "Drive Sober or Get Pulled Over" enforcement crackdown to catch and arrest impaired drivers who put themselves and others at risk.

Impaired-driving crashes killed more than 10,000 people in 2010, accounting for 31 percent of all traffic-related fatalities in the United States. That's an average of one alcohol-impaired driving fatality every 51 minutes. Even without a crash, there are numerous consequences as a result of being caught driving impaired, such as jail time, insurance hikes, loss of driver's license, embarrassment, and costs up to \$10,000, just to name a few.

The Riverside County DUI Task Force will be cracking down on drug and alcohol impaired driving, deploying officers to seven DUI/driver's license checkpoints and nineteen DUI saturation patrols. The CHP will be deploying all available officers onto freeways and county roads for its Maximum Enforcement Period (MEP).

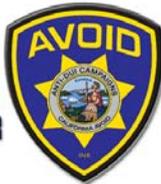
****See attached Enforcement Schedule of Operations****

What is even more tragic about the statistics is the high number of fatalities among 18- to 34-year-olds. Forty-six percent of alcohol-impaired driving fatalities during the 2010 Independence Day holiday period were within this age group. These are people who have their whole lives ahead of them, but in one instant, one act of irresponsibility, they can lose it all.

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 to report it - 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.
- For more information, please visit www.nhtsa.gov/drivesober.

Funding for Avoid the 30 operations is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration who reminds you to 'Report Drunk Drivers, Call 911!'



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2013 Independence Day Holiday Schedule of Operations

The following schedule of operations, dates, and locations are current as of July 2, 2013, and are provided for media release.

Wednesday, July 3

DUI Saturation Patrol

City of Hemet

Thursday, July 4

DUI Saturation Patrol

City of Jurupa Valley

City of Canyon Lake

Friday, July 5

DUI/DL Checkpoint

City of Riverside

City of Beaumont

*Multi-Agency with San Jacinto PD confirmed

City of Lake Elsinore

(OTS Mini-Grant)

City of Menifee

(OTS Mini-Grant)

City of Moreno Valley

(OTS Mini-Grant)

City of Temecula

(OTS Mini-Grant)

DUI Saturation Patrol

City of Beaumont

City of Blythe

City of Desert Hot Springs

City of Eastvale

City of Indian Wells

City of Lake Elsinore

City of Riverside

Saturday, July 6

DUI/DL Checkpoint

City of Rancho Mirage

DUI Saturation Patrol

City of Beaumont

City of Lake Perris

City of Palm Springs

City of Riverside

City of Temecula

Sunday, July 7

DUI Saturation Patrol

City of Moreno Valley

City of Murrieta

City of Riverside

Additional information about the Avoid Program and operational plans from around the region can be found at avoidthe30.org or look for us on Facebook. *Funding for Avoid the 30 operations is 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, please contact Sergeant Skip Showalter at 951.351.6046 or via email at sshowalter@riversideca.gov

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