



Avoid the 30 Riverside County PRESS RELEASE



FOR IMMEDIATE RELEASE

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WINTER HOLIDAY AVOID DUI CAMPAIGN – FINAL REPORT

The 2013-2014 Winter Holiday DUI mobilization on impaired drivers has ended and a significant number of arrests have been made in Riverside County through routine traffic enforcement and through special Avoid the 30 DUI deployments.

From 12:01 a.m., Friday, December 13, 2013, through midnight, Thursday, January 2, 2014, officers representing thirty Riverside County law enforcement agencies have arrested 725 individuals for driving under the influence of alcohol or drugs. During the same mobilization period last year, 758 DUI arrests were made. Last year’s reporting period spanned nineteen days.

Tragically, were two deaths attributed to an impaired driver in our county. Last year, there was one death attributed to an impaired driver during this same time period. (**NOTE: These numbers are only provisional with some agencies yet to report**)

Law enforcement officials will be conducting more Avoid DUI operations throughout the county during Super Bowl Sunday in February and then again for local St Patrick’s Day festivities in March. Police officers, sheriff deputies and the CHP encourage all motorists to help make your community safer each day: Report Drunk Drivers – Call 911!

DUI checkpoints, along with 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 or alcohol. According to the National Highway Traffic Safety Administration (NHTSA), sobriety checkpoint programs can yield considerable cost savings: \$6 for every \$1 spent. Multiple DUI campaigns are planned throughout Riverside County in 2014.

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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