



Avoid the 30 Riverside County PRESS RELEASE



FOR IMMEDIATE RELEASE

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Lead UP to Labor Day Brings DUI Crackdown to Riverside County Avoid the 30 DUI Task Force Reminds Everyone to *Drive Sober or Get Pulled Over*

Riverside, CA – Labor Day weekend is coming up. For many Americans, that means an extra day off, backyard and beach barbecues, visiting friends and family, and the unofficial end of the summer season. Unfortunately, it also means a sharp increase in drunk-driving-related fatalities. Starting August 15th and continuing through September 1st, local police, sheriff and the CHP will be aggressively targeting drunk and drugged drivers as part of a nationwide effort to end impaired driving and save lives. The *Drive Sober or Get Pulled Over* campaign will pair increased public awareness with high-visibility enforcement, resulting in fewer drunk drivers on Riverside County roads.

Avoid the 30 DUI Task Force will be aggressively looking for impaired drivers throughout the region with plans in place for 4 DUI/Driver's License Checkpoints, 3 Multi-Agency Strike Team, and 35 local roving DUI Saturation Patrols. (**See attached Schedule of Operations for the 18 Day Mobilization for dates and city locations)

"It's tragic how many people lose their lives to drunk driving," said Sergeant Robert Tipre, Riverside Police Department. "If the news reported that more than 10,000 people were killed in a preventable crime spree, the American public would be outraged." The Avoid the 30 - Riverside County DUI Task Force will be joining the national *Drive Sober or Get Pulled Over* campaign and will arrest anyone caught driving impaired.

In 2012, there were 10,322 people killed in drunk-driving crashes in the United States. Over Labor Day weekend that year, 147 lost their lives to a drunk driver, more than a third (38 percent) of all traffic fatalities that weekend. Out of all the crash fatalities that weekend, one in four were attributed to drivers with a blood alcohol concentration (BAC) level of .15 percent or higher – almost twice the legal limit in all 50 states and the District of Columbia.

Every 51 minutes, someone is killed in a drunk-driving crash. Over the Labor Day weekend, those fatalities increase to one every 34 minutes. Nighttime is especially dangerous; almost half (46 percent) of the fatalities in nighttime crashes over the Labor Day weekend involved a driver with a BAC of .08 or higher, compared to 25 percent in daytime fatal crashes.

Young drivers are overrepresented in drunk-driving crashes, too. Among drivers between the ages of 18 and 34 killed in motor vehicle crashes during the 2012 Labor Day weekend, almost half (48 percent) had a .08 percent BAC or higher. For drivers under 21, anything above a BAC of .00 is illegal.

"Driving drunk is totally inexcusable," said Sergeant Tipre. "We're hoping that Riverside County drivers get the message and take some simple steps to prevent a tragedy. There's always another way home." Avoid the 30 DUI taskforce is reminding drivers to plan ahead and designate a sober driver before attending any



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events where alcohol will be served. “Planning a sober ride home, whether it’s a friend, a taxi, or public transportation, is the right choice,” added Sergeant Tiptre.

This Labor Day weekend don’t let the festivities turn into *fatalities*. Remember that, aside from the obvious risks of killing yourself or someone else, driving impaired can also lead to serious punitive consequences. A DUI arrest can mean time in jail, loss of your license, and steep financial expenses; the average DUI can cost up to \$10,000.

Avoid the 30 DUI Task Force funding is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration who reminds everyone; Report Drunk Drivers! – Call 9-1-1. The Office of Traffic Safety is offering a free mobile app – DDVIPCA.COM – aimed at thanking the sober designated driver with perks and free offers at area bars and restaurants.

Media Notes: To schedule an interview regarding anti-drunk driving efforts, or to request a ride-a-long with law enforcement, please contact Sergeant Robert Tiptre at 951.351.6046 or via email at rtiptre@riversideca.gov.



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