



Avoid the 30 Riverside County PRESS RELEASE



Avoid the 30 Riverside County DUI Campaign

For Immediate Release:

May 25, 2011

Sergeant Dwayne May, Riverside Police Dept. (951) 351-6046

For further information, contact: www.californiaavoid.org

Memorial Day Weekend Holiday DUI Crackdown

High Visibility Avoid DUI Campaign Set for Holiday Weekend

Riverside, CA – The Avoid the 30 DUI Campaign will be deploying officers this holiday weekend at DUI/Drivers License Checkpoints and DUI Saturation Patrols countywide to arrest impaired drivers who still don't get the message.

The Memorial Day weekend is witness to the kick off of summertime recreation and holiday travel, along with many college and high school graduations seeing thousands celebrate their accomplishments. The next 100 days will also see a rise in deaths and injuries as far too many individuals get behind the wheel impaired.

The enforcement campaign begins Friday night with DUI/Driver's License checkpoints in the cities of Canyon Lake, Moreno Valley and Riverside with special DUI Saturation Patrols deploying in the cities of Blythe, Desert Hot Springs, Palm Springs, Riverside, Temecula and Rancho Mirage. More local DUI Saturation Patrols will be out on Saturday and Sunday nights on the cities of Menifee and Riverside. The California Highway Patrol is deploying all available officers Memorial Day weekend onto freeways and county roads in their jurisdiction.

"Sobriety Checkpoints are a proven deterrent along with the 'High Visibility' enforcement campaigns to change behavior such as drunk driving, driving unrestrained and driving distracted," said Chris Murphy, Director of the California Office of Traffic Safety. "Drivers who know that there is a Zero Tolerance when it comes to drunk driving take measures to use a Designated Sober Driver and call 9-1-1 to report a suspected drunk driver weaving down the road ahead of them."

Law enforcement region-wide are asking for your support this holiday weekend and all summer:

- Be responsible when hosting a party don't allow friends and family to drink to excess
- Always promote a Designated Sober Driver
- Report Drunk Drivers, Call 911!

Funding for the Avoid Campaign is through a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration. The Avoid Campaign will deploy checkpoints and DUI patrols again during the Independence Day Holiday and for the August/Labor DUI Mobilization.

Note: See Attached Enforcement Schedule of operations for dates/locations/times within the county.

###





MEDIA ADVISORY

May 25, 2011



Riverside County Avoid the 30 DUI Task Force

Memorial Day Weekend Schedule of Operations

www.californiaavoid.org

Sobriety Checkpoint:

FRIDAY, May 27: Moreno Valley Police Department: 6 p.m. to 11 p.m. in the City of Moreno Valley

FRIDAY, May 27: Riverside Police Department: 6 p.m. to 12 a.m. in the City of Riverside

FRIDAY, May 27: Multi- Agency Checkpoint: 6 p.m. to 2 a.m. in the City of Canyon Lake

Task Force Operations - None Scheduled

Saturation Patrols:

SATURDAY – MONDAY, May 27-30: Extra DUI Roving Patrols will be assigned by police within the cities of Blythe, Hemet, Palm Springs, Riverside and Desert Hot Springs. Sheriff's deputies will staff extra DUI units in the cities of Temecula, Menifee and Rancho Mirage supporting those police departments.

California Highway Patrol Maximum Enforcement Period: CHP will assign 80 percent of all available officers to the region's freeways and unincorporated roads beginning 6 PM Friday through midnight Monday.

Warrant / Probation Sweep Operations - None Scheduled

Court Sting Operations – None Scheduled

CONTACT: Sergeant Dwayne May, Riverside Police Department
Avoid the 30 – Riverside County
Phone: 951-351-6046 Email: dmay@riversideca.gov

Funding for the Avoid Campaign is through a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

###

