

Avoid the 30 Riverside County PRESS RELEASE



FOR IMMEDIATE RELEASE

December 15, 2011

CONTACT:

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There Are No Holiday Festivities in Jail

RUOK? is the Wrong Message to Send this Holiday Season

Riverside, CA— As you celebrate the holiday season enjoying the traditions of food, family and fun, be reminded that police officers, sheriff deputies and the CHP will be out in force during the holiday season from December 16, 2011, to January 2, 2012, to arrest anyone caught driving drunk behind the wheel.

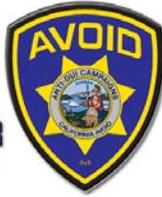
“RUOK?” is the text message version of the often heard question, “Are you okay to drive?” If you have to ask someone this question, you already know the answer. You know they have had too much to drink or are showing signs of being “buzzed.” You know that they are **not okay** to drive. Merely asking the question does not relieve you of the responsibility. You should call them a cab, take them home yourself, or offer your couch.

Approximately 30 DUI/ Driver’s License Checkpoints, Multi Agency DUI Task Force deployments and roving DUI patrols are scheduled locally in partnership with law enforcement statewide and around the county during the Winter Holiday Anti-DUI Campaign. DUI Checkpoints are placed in locations that have the greatest opportunity for achieving drunk and drugged driving deterrence. Officers will be contacting drivers passing through the checkpoint for signs of alcohol and/or drug impairment. Grant-funded Drug Recognition Experts will be staffing most of the checkpoints.

“The message is simple, **Drive Sober or Get Pulled Over**. Drinking alcohol or being under the influence of drugs do not mix with driving. If you plan to consume alcohol, you should also plan not to get behind the wheel of a vehicle or ride a motorcycle,” said Riverside Chief of Police Sergio Diaz.

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.

In December 2009, there were 753 people were killed nationwide in crashes that involved drivers or motorcycle riders with blood alcohol concentrations of .08 or higher. In California, 57 individuals died on the state’s streets and highways.



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The AVOID the 30 Task Force recommend these simple tips for a safe holiday season:

- Plan a safe way home before the festivities begin;
- Before drinking, designate a sober driver and leave your car keys at home;
- 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. **The Auto Club (AAA) sponsors a complimentary Tippy Tow service on New Year's Eve and the Fourth of July, which offers free rides to drivers who have been drinking. Ask for a Tippy Tow by calling 1-800-400-4AAA (4222).**
- If you happen to see a drunk driver on the road, don't hesitate to contact your local law enforcement. Report Drunk Driving – Call 9-1-1!
- And remember, "RUOK?" is a ridiculous question. If you think they've had too much, they probably have. Help him or her make other arrangements to get home safely.

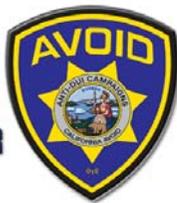
The national **Driver Sober or Get Pulled Over** crackdown is led by the California Office of Traffic Safety (OTS) and NHTSA, with the California Avoid DUI Task Force Campaign combining high-visibility enforcement and heightened public awareness through publicity.

For Riverside County Avoid the 30 program information and results, visit avoidthe30.org or look for us on Facebook. Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration. The California Office of Traffic Safety and the Avoid the 30 Task Force remind everyone to please – Report Drunk Driving – Call 9-1-1!

Media Notes: See attached Enforcement Schedule of operations for dates and locations within the county. To schedule an interview regarding anti-drunk driving efforts, or to request a ride-along with law enforcement during the holiday period, please contact Sergeant Skip Showalter at 951-351-6046 or via email at sshowalter@riversideca.gov

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Avoid the 30 Riverside County MEDIA ADVISORY



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Avoid the 30 – Riverside County Winter Holiday DUI Crackdown

Riverside, CA - Riverside County Avoid the 30 is announcing its upcoming enforcement operations for the Winter Holiday DUI Campaign. The following schedule of operations, dates, and locations are current as of December 15, 2011, and are provided for media release.

Fri, Dec 16 th	DUI/DL CHECKPOINT	Cities of Corona and Lake Elsinore	(Mini Grant Checkpoints)
Fri, Dec 16 th	DUI/DL CHECKPOINT	City of Moreno Valley	
Fri, Dec 16 th	DUI Saturation Patrols	Cities of Indian Wells, San Jacinto and Temecula	
Sat, Dec 17 th	DUI/DL CHECKPOINT	Cities of Eastvale and Norco	(Mini-Grant Checkpoints)
Sat, Dec 17 th	MULTI-AGENCY DUI/DL CHECKPOINT	City of Murrieta	
Sat, Dec 17 th	DUI Saturation Patrols	Cities of Corona, Palm Desert and Rancho Mirage	
Mon, Dec 19 th	DUI Saturation Patrols	City of Desert Hot Springs	
Wed, Dec 21 st	DUI/DL CHECKPOINT	City of Moreno Valley	(Mini Grant Checkpoint)
Thu, Dec 22 nd	DUI Saturation Patrols	City of Palm Springs	
Fri, Dec 23 rd	DUI/DL CHECKPOINT	CHP – Riverside	
Fri, Dec 23 rd	DUI/DL CHECKPOINT	City of Palm Desert	(Mini Grant Checkpoint)
Fri, Dec 23 rd	MULTI-AGENCY DUI/CDL CHECKPOINT	City of Hemet	
Fri, Dec 23 rd	MULTI-AGENCY TASK FORCE	Cities of Coachella, La Quinta and Blythe	
Fri, Dec 23 rd	DUI Saturation Patrols	City of Riverside	
Thu, Dec 29 th	DUI/DL CHECKPOINT	City of Moreno Valley	(Mini Grant Checkpoint)
Fri, Dec 30 th	DUI/DL CHECKPOINT	Cities of Coachella, Palm Desert and Temecula	(Mini Grant Checkpoints)
Fri, Dec 30 th	DUI Saturation Patrols	Cities of Beaumont, Coachella and Menifee	
Sat, Dec 31 st	DUI Saturation Patrols	Cities of Banning, Blythe, Lake Perris and San Jacinto	
Sat, Dec 31 st	DUI/DL CHECKPOINT	City of Jurupa Valley	(Mini Grant Checkpoint)
Sat, Dec 31 st	DUI Saturation Patrols	CHP - Riverside	
Sun, Jan 1 st	DUI Saturation Patrols	City of Lake Elsinore	

Additional information about the Avoid Program and operational plans from around the region can be found at www.californiaavoid.org. Statistical data on the number of DUI arrests and DUI fatal crashes will be released from the previous day's activities throughout the holiday weekend. For Riverside County Avoid the 30 program information and results, visit avoidthe30.org or look for us on Facebook. **Funding for the "Avoid" program is provided by a grant from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.**

Media Notes: Reporters are invited to ride along with law enforcement or may join task force & checkpoint operations in your region throughout the campaign by contacting the PIO contact listed above.

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