



Avoid the 30 Riverside County PRESS RELEASE



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SUMMER/LABOR DAY AVOID CAMPAIGN – THURSDAY UPDATE

Riverside, California — The Summer/Labor Day National Anti-DUI crackdown has resulted in a significant number of DUI arrests from local routine traffic enforcement and special Avoid the 30 DUI deployments over the first five days in Riverside County.

From 12:01 AM Friday, August 20, 2010 through Midnight Wednesday, August 25, 2010, officers representing 30 Riverside County law enforcement agencies have arrested 270 individuals for driving under the influence of alcohol or drugs. In 2009, 149 DUI arrests occurred during the same five (5) day time period. There have been no DUI related deaths reported.

(**NOTE: These numbers are only provisional with some agencies yet to report**)

Over the course of the next several days of the campaign, DUI Checkpoints will be conducted in the cities of Coachella, Lake Elsinore, Moreno Valley, Norco, Riverside, and Temecula. Extra DUI Saturation Patrols will be deployed in the cities of Coachella, Palm Springs, and Riverside and a countywide DUI taskforce operation is planned for Friday, August 27, 2010.

All regularly scheduled traffic and patrol officers will focus efforts at stopping and arresting DUI drivers during their normal shifts. Police, Sheriff and the CHP encourage all motorists to help make your community safer: Report Drunk Drivers – Call 911. Funding for this program is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

DUI arrest data collection will continue through Labor Day midnight Monday, September 6, 2010.

MEDIA NOTE: Please visit the AVOID website at www.californiaavoid.org or www.avoidthe30.org for more information on the campaign's DUI Enforcement, statistical data on DUI arrests and DUI fatal crashes from earlier enforcement efforts. The checkpoint locations and saturation patrols will be made available for media opportunities or ride-alongs each night.

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