



Avoid the 30 Riverside County PRESS RELEASE



Don't depend on dumb luck
this St. Patrick's Day.

Friends
Don't Let
Friends
Drive Drunk.
Designate a Sober Driver.

FOR IMMEDIATE RELEASE:

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Friends Don't Let Friends Drive Drunk This St. Patrick's Day

Don't Depend on Dumb Luck – Designate a Sober Driver Before the Party Begins

Riverside, CA— St. Patrick's Day is a popular night to socialize with friends, family and coworkers. However, with so many local establishments promoting alcohol sales or special promotional events, far too many drunk drivers head out onto streets, making it dangerous for all.

As a counter measure to all the 'green beer' on sale on St. Patty's Day, the Avoid the 30 DUI Task Force will deploy additional DUI Roving Saturation Patrols into the cities of Beaumont, Coachella, Corona, Lake Elsinore, La Quinta, Moreno Valley, Riverside, San Jacinto, Lake Perris and Temecula March 17th in our ongoing campaign to take careless, dangerous, drunk or "buzzed" drivers off the road before they crash. In addition, the cities of Desert Hot Springs, Moreno Valley and Riverside will conduct DUI/DL/Safety checkpoints.

"Whether you are meeting a few friends at the local pub after work or attending a party, if you plan on drinking, never drive while impaired and never let your friends drive if you think they are impaired. *Friends Don't Let Friends Drive Drunk,*" said Chief Sergio Diaz.

The extra Avoid DUI Saturation patrols will be supplementing regularly scheduled shift deployments planned for Thursday. The specialized DUI Officers will be focusing in areas with high incidents of DUI collisions and arrests.

Riverside Police Department recommends the following easy steps, for a safe St. Patrick's Day.

- 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 to make sure you get home safely;
- If you happen to see a drunk driver on the road, don't hesitate to call 911;
- And remember, if you know someone who is about to drive or ride while impaired, take their keys and help them make other arrangements to get to where they are going safely.

The Avoid the 30 DUI Campaign is funded by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration. The coalition's next DUI Campaigns are set for Cinco de Mayo and Memorial Day Weekend.

