



PRESS RELEASE

Riverside Police Department • 8181 Lincoln Avenue • Riverside, CA 92504
Phone (951) 351-6046 • Fax (951) 826-8730

FOR IMMEDIATE RELEASE:

Tuesday, March 15, 2011

CONTACT:

Sergeant Dwayne May
(951) 351-6046
dmay@riversideca.gov

Riverside Police Department Targets Impaired Drivers with Checkpoint

Riverside, CA – Riverside Police Department Traffic Unit will be conducting a DUI/Driver's License checkpoint on Thursday, March 17, 2011, at an undisclosed location within the city limits between the hours of 6:00 p.m. to 12:00 a.m.

The Department is continuing its ongoing campaign to reduce the number of persons killed and injured in alcohol involved crashes. DUI checkpoints are conducted to identify offenders and get them off the street, as well as bring awareness to our community of the dangers of impaired driving.

Over the course of the past three years, DUI collisions have claimed 21 lives and resulted in 201 injury crashes harming 313 of our friends and neighbors.

Everyone can assist in preventing this crime from ever occurring. If you are planning a gathering or celebration with alcohol included, or if you are out on the town, plan ahead and designate a non-drinking sober driver. A DUI arrest costs upwards of \$10,000, time in jail and the loss of your driver's license, including years of increased insurance rates.

Statewide, overall traffic deaths declined by 23 percent, from 3,995 in 2007 to 3,081 in 2009. Total traffic fatalities are at their lowest levels in six decades, when the federal government began compiling figures. DUI deaths declined by 16 percent, from 1,132 in 2007, to 950 in 2009.

Alcohol impaired deaths still make up the largest category of overall vehicle fatalities, with 31 percent of all deaths caused by a drunk driver. A DUI checkpoint is a proven effective method to lower these numbers. Additionally, drivers will be checked to ensure that they have a valid driver's license.

Funding for this operation is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration. Remember, everyone is encouraged to help keep our roadways safe; Report Drunk Drivers – Call 911!

MEDIA NOTES: To schedule an interview regarding the Riverside Traffic Safety Operations, please contact Sergeant Dwayne May, (951) 351-6046, or via email at dmay@riversideca.gov. To schedule an interview regarding impaired driving efforts and programs in California please contact Chris Cochran, California Office of Traffic

Safety at (916) 905-3063 or via email at ccochran@ots.ca.gov.

#