



# Avoid the 30 Riverside County PRESS RELEASE



## Avoid the 30 Riverside County DUI Campaign

**For Immediate Release:**

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### **MEMORIAL DAY WEEKEND AVOID CAMPAIGN – FINAL REPORT**

#### *DUI Arrests Up & DUI Fatalities Up*

The Memorial Day Weekend Avoid the 30 – DUI Campaign has concluded with the deployment of two Sobriety Checkpoints, 15 special DUI Saturation Patrols and officers on routine patrol focusing special attention towards the impaired driver working to lower deaths/injuries on our streets and highways.

From 12:01 AM, Friday, May 27, 2011, through Midnight, Monday, May 31, 2011, officers representing Riverside County law enforcement agencies have arrested **177** individuals for driving under the influence of alcohol or drugs. In 2010, 162 DUI arrests occurred during the same holiday weekend. Tragically, there were three deaths attributed to an impaired driver in our area! Last year, there was one alcohol related death during this same time.

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

These numbers are in comparison to last years' totals during the same 4 days of the Memorial Day weekend 2010. Law enforcement officials will be conducting more Avoid Anti-DUI efforts throughout the county and region during the July 4<sup>th</sup> weekend and the 18-day campaign in August, ending Labor Day weekend.

Police, Sheriff and the CHP encourage all motorists to watch and report impaired drivers each and every trip around town or during summer vacations: Report Drunk Drivers – Call 9-1-1 anytime you encounter that dangerous driver. Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

**MEDIA NOTE:** Please visit the AVOID website at [www.californiaavoid.org](http://www.californiaavoid.org) or [www.avoidthe30.org](http://www.avoidthe30.org) for more information about anti DUI efforts in your community or around the state.

Avoid programs, named for the number of police agencies in each county, will be conducting other enforcement efforts during special events with identified DUI problems. In recognition that summer season is among the deadliest time of the year, law enforcement agencies throughout the county will be making every effort to arrest drunk drivers before another life is lost.

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