



Avoid the 30 Riverside County PRESS RELEASE



FOR IMMEDIATE RELEASE

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**The Riverside County Avoid the 30 DUI Campaign
Launches Intensive Crackdown on Impaired Driving**

Law Enforcement Isn't Easing Up; Everyone Found Driving Over the Limit Will Be Arrested

Riverside, CA – Avoid the 30 Riverside County DUI Task Force today announced it will join nearly 10,000 other law enforcement agencies nationwide in support of an intensive crackdown on impaired driving August 19–September 5, known as “Drive Sober or Get Pulled Over.”

DUI Driver's License Checkpoints, Multi Agency DUI Task Force deployments and local roving DUI patrols are scheduled locally, in partnership with law enforcement nationwide during the Summer/Labor Day Campaign. (See attached Enforcement Schedule of Operations)

The crime of impaired driving is a serious one. In 2009 alone, 10,839 people died in crashes in which a driver or motorcycle rider was at or above the legal limit, according to the National Highway Traffic Safety Administration (NHTSA). The age group with the highest percentage of alcohol-impaired-driving fatalities in motor vehicle traffic crashes was the 21-to-24 age group.

“Weekend nights are particularly dangerous times for innocent victims of drunk drivers. For that reason, during this operation, we will be deploying extraordinary numbers of Riverside Police Department officers to arrest impaired drivers during those hours. This operation is an integral part of the RPD's comprehensive strategy to make our streets and roads safer for all community members”, said Riverside Chief of Police Sergio Diaz.

California Highway Patrol Commander, Capt. Joe Flores with the Riverside Area Office said CHP, Police and Sheriff Deputies will be aggressively looking for all impaired drivers during the crackdown and will arrest anyone they find driving while impaired. CHP will deploy all available officers during the Labor Day holiday weekend onto freeways and county roads they patrol.

“Our message is simple and unwavering: if we find you driving impaired, we will arrest you. No exceptions,” said Assistant Chief Bill Siegl, Inland Division. “Even if you beat the odds and manage to walk away from an impaired-driving crash alive, the trauma and financial costs of a crash or an arrest for driving while impaired can still destroy your life.”

According to Riverside PD, violators will face jail time, loss of their driver's licenses, or be sentenced to use ignition interlocks. Other financial concerns include higher insurance rates, attorney fees, court costs, lost time at work, and the potential loss of job or job prospects. When family, friends and co-workers find out, violators can also face tremendous personal embarrassment and humiliation.

The national ***Driver Sober or Get Pulled Over*** crackdown is led by NHTSA with the California Avoid DUI Task Force Campaign combining high-visibility enforcement and heightened public awareness through publicity. For more information, visit the High-Visibility Enforcement Campaign Headquarters at www.StopImpairedDriving.org.

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: 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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