



Avoid the 30 Riverside County PRESS RELEASE



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Avoid DUI Task Force Deploys Extra Patrols For Cinco de Mayo

Designate a Driver before the 'Fiesta' Begins

Cinco de Mayo is a special opportunity to gather with friends and co-workers for margaritas and chips and salsa to celebrate California's rich cultural diversity. It is also a night when dangerous and often deadly outcomes occur because another impaired driver hits the road drunk.

Riverside County Avoid the 30 DUI Task Force will be deploying overtime patrols onto city streets while CHP will be saturating the freeways and unincorporated communities. They will be looking for the signs of a drunk driver to stop, test and arrest those who have had too much alcohol.

Everyone, including hosts, local bars and restaurants, must be sure to promote designated sober drivers in advance, before the 'Fiesta' begins.

Plan ahead with these tips:

- Arrange rides home for your friends, family, co-workers and yourself before the drinking begins
- Identify and provide free non-alcoholic drinks or other promotional items to the Designated Driver
- Party hosts and servers must limit alcoholic drinks to their guests or patrons. Don't serve more than one or two over several hours.
- Cut back on the amount of drinks you plan to bring to the party – and provide plenty of food.
- If you see dangerous driving, Report Drunk Drivers – Call 9-1-1!

"Drunk driving is simply not worth the risk. Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for impaired driving can be significant," said Riverside Police Chief Sergio Diaz. "Violators often face jail time, the loss of their driver's license, higher insurance rates, attorney fees, time away from work and dozens of other expenses. So don't take the chance."

Avoid the 30 DUI Task Force funding is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

MEDIA NOTES: Please visit the AVOID website at www.californiaavoid.org or www.avoidthe30.org for more information on the AVOID campaign.

