



Avoid the 30 Riverside County PRESS RELEASE



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AVOID the 30 DUI Taskforce Patrols for Cinco de Mayo

Designate a Driver before the Party Begins

Riverside, California – Cinco de Mayo has become a traditional time for many to celebrate California's rich cultural history. But it is also a night out with expected dangers when someone chooses to drink and drive. Party hosts, bars and restaurants this year must be sure to plan and promote designating sober drivers in advance.

The Avoid the 30 will be deploying additional Roving DUI patrols into the communities of Beaumont, Coachella, Hemet, Lake Elsinore, La Quinta, Menifee, Murrieta, Riverside, and Temecula in an effort to lower deaths and injuries with so many local establishments offering discounted drink offers in conjunction with Cinco de Mayo promotional activities.

DUI related crashes have dropped in California thanks to increased sobriety checkpoints and special DUI enforcement campaigns. However, the number one killer on our highways remains impaired driving, with 1,029 dead in 2008 and another 28,457 injured in alcohol involved collisions.

"Communities everywhere will see special events and night spots celebrating Cinco de Mayo this year," said Captain John Wallace, Riverside Police Department. "Do your part this year and make your celebration memorable by designating a driver before the first Margarita is ever mixed."

Riverside County AVOID the 30 DUI Taskforce will be deploying overtime patrols onto city streets. CHP will be saturating the freeways and unincorporated communities looking for signs of drunk drivers. Officers will be stopping errant drivers and checking for the signs of intoxication, conducting field sobriety tests, arresting those who are intoxicated and impounding vehicles of those with suspended or no license.

"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 Christopher J. Murphy, Director of the California Office of Traffic Safety. "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. Remember, if you are over the limit, you are under arrest."

AVOID the 30 DUI Taskforce funding is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration. For more information, please visit www.StopImpairedDriving.org or www.avoidthe30.org

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