



Avoid the 30 Riverside County PRESS RELEASE



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Avoid the 30 DUI Campaign Announces July 4th Crackdown On Drunk Drivers

“Buzzed Driving is Drunk Driving”

Riverside, California — The Avoid the 30 Riverside County DUI Task Force today announced its officers will be out in full force during the 4th of July holiday weekend, cracking down on impaired drivers with an aggressive DUI enforcement blitz.

“Driving while drunk isn’t worth the tremendous risk. No matter your age, if you’ve had too much holiday spirit, you’d better find a safe and sober ride home or your chances of arrest are high,” said Captain John Wallace the Riverside Police Department Special Operations Commander.

Police, Sheriff and the CHP will be putting additional officers on the streets and highways over the holiday weekend staffing 4 DUI/Drivers License Checkpoints and 19 local DUI Roving Saturation Patrols. CHP will also deploy all available officers during their Maximum Enforcement Period patrolling freeways, state highways and county roads in their jurisdiction.

Riverside Police Department cited state statistics to underscore the importance of the crackdown. In 2009, during the July 4th holiday period **July 3rd to midnight July 6th, 2009**, there were a total of 373 Alcohol Involved deaths and injuries on California roadways.

California’s three year Independence Day Holiday Alcohol Involved collision data

2009 - 30 Killed & 363 Injured **2008** - 50 Killed & 498 Injured **2007** - 30 Killed & 262 Injured

“Too many people still fail to understand that alcohol and driving don’t mix. Impaired driving is no accident, nor is it a victimless crime. With 1,233 people killed during the past three July 4th holidays, it’s vitally important to stop this destruction of lives and futures,” said Christopher J. Murphy, Director of the California Office of Traffic Safety.

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Driving impaired is simply not worth the risk. The consequences are serious and real. Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for driving while impaired can be significant. Violators will face jail time, the loss of their driver's license, higher insurance rates, and dozens of other unanticipated expenses.

"It's easy to recognize someone who's had way too much to drink and drive safely," said Lieutenant Guy Toussaint, the Riverside Police Department Traffic Bureau Commander. "But you don't have to be 'falling down drunk' to be a threat to yourself and others on the road."

Don't let this Fourth of July blow up in your face. Remember, *Buzzed Driving Is Drunk Driving*. Report Drunk Drivers, Call 911!

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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