



Avoid the 30 Riverside County PRESS RELEASE



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

'Police Vow to Arrest Everyone Found Driving 'Over the Limit'

Riverside, California — The problem of impaired driving is a serious one. While America witnessed a decline in the number of DUI fatalities in recent years, the numbers are still too high. That's why the AVOID the 30 DUI Task Force Campaign today announced it will join other law enforcement agencies throughout the country in support of an intensive crackdown on impaired driving this August 20, 2010 – September 6, 2010, known by its tagline, *Drunk Driving. Over the Limit. Under Arrest.*

Alcohol involved fatalities and injuries have dropped dramatically in the last three years of this end-of-summer enforcement campaign in California. Combined deaths and injuries in 2007 were 1780, dropping to 1682 in 2008. Provisional 2009 data show that the numbers have dropped again, to 1317 a 26% decrease in just three years.

The AVOID the 30 Riverside County will deploy officers to conduct two Checkpoints, a multi-agency DUI Task Force operation, and 20 local roving DUI saturation patrols. (Media Note: see the attached AVOID the 30 DUI Task Force Campaign enforcement schedule for the 18 day effort)

"All too often, innocent, law-abiding people suffer tragic consequences and the loss of loved ones due to this careless disregard for human life," said Christopher J Murphy, Director of the California Office of Traffic Safety. "Because of the commitment to end the carnage, Police, Sheriffs and CHP are intensifying enforcement during the crackdown. They'll be especially vigilant during high-risk nighttime hours when impaired drivers are most likely to be on our roads."

According to the latest national data, 32 percent of fatalities in motor vehicle traffic crashes involve a driver or motorcycle rider with a blood alcohol content (BAC) of .08 percent or above, averaging one fatality every 45 minutes.

"Our message is simple and unwavering. If we find you driving impaired, we will arrest you." said Chief Sergio Diaz, of the Riverside Police Department. "Even if you beat the odds and walk away from an impaired-driving crash alive, motorists should be aware that the financial and social consequences of a DUI can be devastating."

Violators will face jail time, loss of their driver's license, huge fines and maybe sentenced to use ignition interlocks. Their insurance rates go up. Other financial hits include 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.

"Driving impaired is simply not worth all the consequences. Just designate a sober driver. Don't take the chance. Remember, if you are over the limit, you're under arrest," said CHP Commander Tom McCreary.

The national *Drunk Driving. Over the Limit. Under Arrest.* crackdown is led by NHTSA and the California Avoid DUI Task Force Campaign combining high-visibility enforcement with heightened public awareness through publicity.

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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