



Avoid the 30 Riverside County PRESS RELEASE



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Holiday Cheer Can Go the Wrong Way on Our Roads

Drunk Driving. Over the Limit. Under Arrest.

Riverside, California — As party-goers celebrate the holidays with friends and family, everyone should heed the AVOID the 30 DUI Task Force warning to keep the party off the road or be ready to face the consequences. Riverside County Law Enforcement agencies will be out in force beginning December 17th through the New Year's weekend cracking down on anyone caught impaired behind the wheel.

DUI Driver's License Checkpoints, Multi Agency DUI Task Force deployments and local Roving DUI patrols are schedule locally in partnership with law enforcement nationwide during the winter holidays. (See attached Enforcement Schedule of Operations)

"After hearing about the dangers of drinking and driving time after time, most people have gotten the message that if they're planning on drinking, they should always plan a safe way home," said Riverside Police Traffic Bureau Commander Lieutenant Guy Toussaint. "But sadly, millions of Americans still think they are invincible and regularly choose to get behind the wheel after having too much to drink."

The Avoid Task Force is warning that parents should take note that young men are at particularly high risk, with nearly one-quarter admitting to riding with someone who should not have been behind the wheel in the past year.

"We know that the holiday season can be one of the deadliest and most dangerous times on America's roadways due to an increase in drunk driving," said Lieutenant Toussaint. "Don't let your 2010 end in an arrest or worse, death. Remember, whether you've had way too many or just one too many, it's not worth the risk!"

During last year's two and half week Winter Holiday campaign, 36 Californians were killed in crashes statewide with a blood alcohol concentration (BAC) of .08 or higher and another 1,168 were injured in alcohol involved wrecks. In Riverside County, there were three killed with a BAC of .08 percent or higher and another 65 injured in alcohol involved collisions.

"Keep the holidays and every day happy for you, your family and friends by not drinking and driving," said Christopher J. Murphy, Director of the California Office of Traffic Safety. "Plan ahead. Designate a sober driver. If you find yourself having celebrated too much, call a friend or taxi. The alternatives could ruin everyone's holiday."

Funding for this operation is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

The AVOID the 30 recommends these simple tips for a safe holiday season:

- Plan a safe way home before the festivities begin;
- Before drinking, designate a sober driver;
- If you're impaired, use a taxi, call a sober friend or family member, or use public transportation;
- If you happen to see a drunk driver on the road, don't hesitate to call 911;
- And remember, *Friends Don't Let Friends Drive Drunk*. If you know someone who is about to drive or ride while impaired, take their keys and help them make other arrangements to get to where they are going safely.

For more information on local and statewide AVOID DUI Task Force campaigns, Enforcement Schedules and Daily DUI Arrest/Fatality statistics, visit the www.californiaavoid.org. The Program is funded by the California Office of Traffic Safety who reminds everyone to please – Report Drunk Driving – Call 9-1-1!

MEDIA NOTES: Please visit the AVOID website at www.californiaavoid.org or www.avoidthe30.org for more information on the AVOID campaign. To schedule an interview regarding impaired driving efforts and programs in California please contact Chris Cochran, California Office of Traffic Safety at (916) 509-3063 or via email at ccochran@ots.ca.gov.

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