



Avoid the 30 Riverside County PRESS RELEASE



FOR IMMEDIATE RELEASE:

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CONTACT:

Supervisor Karen Haverkamp
Riverside Police Department
951-826-5644 khaver@riversideca.gov

WINTER HOLIDAY AVOID DUI CAMPAIGN – TUESDAY UPDATE

First Weekend of Deployment Nets 146 DUI Arrests

Riverside, California — The Winter Holiday Anti-DUI crackdown has resulted in a significant number of DUI arrests from local routine traffic enforcement and special AVOID the 30 DUI deployments in Riverside County.

From 12:01 AM Friday December 17, 2010 through Midnight Monday December 20, 2010, officers representing 30 county law enforcement agencies have arrested **146** individuals for driving under the influence of alcohol or drugs. In 2009, 157 DUI arrests occurred during the same three (3) day time period.

Tragically, there was a death attributed to a drunk driver on Friday evening in the city of Riverside. No DUI deaths were reported in the first weekend of the deployment last year.
(**NOTE: These numbers are only provisional with some agencies yet to report**)

Over the course of the next several days of the campaign extra DUI Saturation Patrols will be deployed in the cities of Coachella, Lake Elsinore, Moreno Valley, Perris, and Riverside. All regularly scheduled traffic and patrol officers will focus efforts at stopping and arresting DUI drivers during their normal shifts. Police, Sheriff and the CHP encourage all motorists to help make your community safer: Report Drunk Drivers – Call 911. Funding for this program is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

DUI arrest data collection will continue through New Year's Weekend, midnight Sunday, January 2, 2011.

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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