



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 – 2ND WEEKEND UPDATE

Second Weekend of Deployment Nets 328 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 27, 2010, officers representing 30 county law enforcement agencies have arrested **328** individuals for driving under the influence of alcohol or drugs. In 2009, 381 DUI arrests occurred during the same time period.

Tragically, there was a death attributed to a drunk driver on December 17, 2010, 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**)

For New Year's Eve and the final weekend of the campaign, DUI/CDL Checkpoints will be held in Coachella and Moreno Valley and extra DUI Saturation Patrols will be deployed in the cities of Blythe, Coachella, Corona, Lake Elsinore, La Quinta, Menifee, Moreno Valley, Palm Desert, Perris, Riverside, and Temecula. 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 this weekend, ending 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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