



# Avoid the 30 Riverside County PRESS RELEASE



## Avoid the 30 Riverside County DUI Campaign

**For Immediate Release:**

June 28, 2011

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For further information, contact: [www.californiaavoid.org](http://www.californiaavoid.org)

### Law Enforcement Cracking Down on Drunk Drivers This Fourth of July Weekend

[Riverside, CA]— July 4<sup>th</sup> celebrations often include cook-outs, picnics, boating, time spent with family and friends and, of course, fireworks. But for too many Americans, the nation’s annual celebration is filled with tragedy, as it is one of the deadliest holidays of the year when it comes to alcohol-impaired traffic fatalities.

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 to include Sobriety/Driver’s License Checkpoints and DUI Saturation Patrols.

**Note:** See Attached Enforcement Schedule of Operations for dates/locations/times within the county.

Statistics gathered from the National Highway Traffic Safety Administration over the past 25 years show that, on average, nearly half of all deadly traffic crashes over each year’s July 4<sup>th</sup> holiday involved some level of alcohol.

“We want people to be careful all weekend, but particularly at night,” said Chief Sergio Diaz of the Riverside Police Department. “The rate of alcohol impairment among drivers involved in fatal crashes in 2009 was four times higher at night than during the day.”

In fact, 410 people were killed in motor vehicle traffic crashes nationally during the Fourth of July weekend in 2009. Of that number, 40 percent involved drivers with a blood alcohol concentration (BAC) of .08 grams per deciliter or higher. In California, 7 were killed in DUI wrecks in 2009 while another 352 were injured in Alcohol Involved Collisions.

Impaired driving is one of America’s deadliest problems. In 2009 alone, 10,839 people were killed in alcohol-impaired-driving crashes, accounting for nearly 32 percent of all traffic-related fatalities in the United States. That’s an average of one impaired-driving fatality every 48 minutes in 2009. 950 men, women and children died in a California because someone drove impaired over the legal limit.

“The summer holidays are some of the deadliest times periods on our roadways so everyone must remember to be responsible and plan ahead; use a Designated Sober Driver,” said Chris Murphy, Director of the California Office of Traffic Safety. “Just know everyone traveling down the road near you has a cellphone and will call 9-1-1 to report a suspected drunk driver!”

Funding for the Avoid Campaign is by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration. For more information on regional/statewide Avoid DUI Task Force campaigns, Enforcement Schedules and Daily DUI Arrest/Fatality statistics, visit the [www.californiaavoid.org](http://www.californiaavoid.org) and [www.StopImpairedDriving.org](http://www.StopImpairedDriving.org). The Avoid Campaign will deploy sobriety checkpoints and DUI patrols again during the August/Labor Day DUI Mobilization beginning August 19th.

**MEDIA NOTES:** To schedule an interview regarding the Riverside PD Traffic Safety Operations, please contact Sergeant Dwayne May at (951) 351-6046 or via email at [dmay@riversideca.gov](mailto:dmay@riversideca.gov). 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](mailto:ccochran@ots.ca.gov).

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