



Avoid the 30 Riverside County MEDIA ADVISORY



FOR IMMEDIATE RELEASE:

Friday, October 14, 2011

CONTACT:

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RIVERSIDE POLICE DEPARTMENT AWARDED GRANT FOR SPECIAL COUNTYWIDE TRAFFIC ENFORCEMENT PROGRAM

Riverside, California – The Riverside Police Department and the California Office of Traffic Safety, together with representatives of the 30 Riverside County law enforcement agencies that comprise the “Avoid the 30” campaign, will be formally announcing the renewal of grant funding and commencement of the 2012 special enforcement campaign to combat impaired driving.

PRESS CONFERENCE

WHAT: Avoid the 30 enforcement grant announcement for Riverside County
WHEN: Friday, October 25, 2011, at 10:00 a.m.
WHERE: RPD Magnolia Station, 10540 Magnolia Ave., Riverside
WHO: Riverside County law enforcement agencies, California Office of Traffic Safety, and California Highway Patrol

Representatives of the California Office of Traffic Safety, Riverside Police Department, California Highway Patrol and agencies from throughout Riverside County will be available to media.

- Bilingual spokespersons will be available
- Multi-agency enforcement visuals
- Media may try impaired “experience” goggles

Funding for the grant comes from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.

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