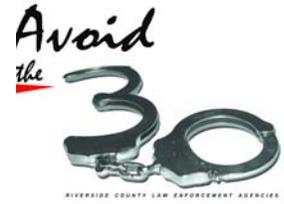




Avoid the 30 Riverside County

PRESS RELEASE



FOR IMMEDIATE RELEASE:
Wednesday, July 2, 2008

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Buzzed Driving is Drunk Driving

Drivers: Don't let this Fourth of July blow up in your face!

Riverside, CA – The Riverside County Avoid the 30 DUI Campaign – which includes the Riverside Police Department, California Highway Patrol, Riverside County Sheriff, and a total of 30 law enforcement agencies all across Riverside County – will be joining with other highway safety and law enforcement officials statewide and throughout the U.S. to remind all Fourth of July party-goers that *Buzzed Driving Is Drunk Driving* and to designate a sober driver before the celebrations begin.

Stepped up enforcement and checkpoints will be utilized throughout Riverside County.

“Too many people still don’t understand that alcohol, drugs and driving don’t mix. Impaired driving, and its consequences, are not accidents. There are too many deaths and injuries, and too many innocent victims. Impaired driving is everyone’s problem and we all need to take steps to stop it,” said Riverside Chief of Police Russ Leach.

In 2007, 24 individuals in California died in traffic-related crashes during the Fourth of July holiday period (12:01a.m., Saturday, June 30, 2007, to 11:59 p.m., Wednesday, July 4, 2007—a five-day reporting period) where the driver, motorcyclist, or pedestrian involved had been drinking. Another 581 people were injured, including many now suffering with life-changing disabilities.

Drunk driving is one of California’s deadliest problems. In 2006 (latest figures available), 4,196 people were killed in motor vehicle crashes. Of those fatalities, alcohol-involved traffic crashes killed 1,597 people and injured another 31,099.

Tragedy from drunk driving can be prevented with a few simple precautions:

- Plan a safe way home before the festivities begin
- Before drinking, designate a sober driver and give that person your keys
- If you’re impaired, use a taxi, call a sober friend or family member, or use public transportation, so you are sure to get home safely
- If you happen to see a drunk driver on the road, don’t hesitate to call 9-1-1
- 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.

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During the Fourth of July enforcement, authorities want to drive home the point that “impaired driving” affects more than a drunken driver behind the wheel. Some people makes excuses that “just a few” doesn’t cause a problem.

Don’t let this Fourth of July blow up in your face. Remember, *Buzzed Driving Is Drunk Driving*. Designate your sober driver before the parties begin. Sobriety Checkpoints and DUI Saturation Patrols are planned countywide.

AVOID programs are named for the number of police agencies in each county. The programs seek to publicize the combined DUI efforts of all law enforcement agencies in California to raise awareness of the problems associated with drinking and driving, especially during major holiday periods.

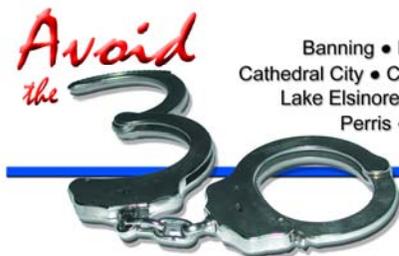
Additional information about the Avoid Program and operational plans from around the region can be found at www.californiaavoid.org or at www.avoidthe30.org . Statistical data on the number of DUI arrests and DUI fatal crashes will be released from the previous day’s activities.

MEDIA NOTE: *Reporters are invited to ride along with law enforcement or may join checkpoint operations in your region throughout the weekend by contacting Karen Haverkamp, Riverside Police Traffic Division, at (951) 353-7980 or via email at khaver@riversideca.gov .*



Funding for the “Avoid” program is provided by a grant form the California Office of Traffic Safety through the National Highway Traffic Safety Administration.

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Avoid the 30 law enforcement agencies in Riverside County:
Banning • Banning CHP • Beaumont • Blythe • Blythe CHP • Calimesa • Canyon Lake
Cathedral City • Coachella • Corona • Desert Hot Springs • Hemet • Indian Wells • Indio • Indio CHP
Lake Elsinore • La Quinta • Moreno Valley • Murrieta • Norco • Palm Desert • Palm Springs
Perris • Rancho Mirage • Riverside • Riverside CHP • San Jacinto • Temecula
Temecula CHP • University of CA Riverside

Office of Traffic Safety

YOU DRINK. YOU DRIVE. YOU'RE OURS!