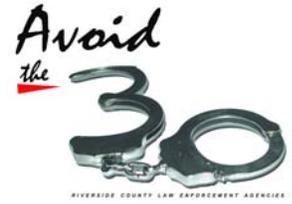




# Avoid the 30 Riverside County

## PRESS RELEASE



**FOR IMMEDIATE RELEASE:**  
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## **Avoid the 30 Riverside County Halloween DUI Crackdown**

### ***DUI campaign expanding – Additional Officers on patrol this weekend***

**Riverside, California** – This Friday, All Hollows Eve, the community's youngsters will take to the streets dressed in cute, funny and often times scary costumes, racing from home to home screaming "trick or treat!" Riverside Police Department reminds everyone, commuting home or heading out for the evening, to stay alert and to reduce speeds in residential neighborhoods.

"Drivers must understand that young ones racing for Halloween treats are not likely to be paying attention to traffic," said Riverside Chief of Police Russ Leach. "Drivers need to watch for children darting out from between parked cars and walking on roadways. Many children and youth wear costumes that make them hard to see. Parents must make sure their children can be seen after dark, and remind them to always look both ways before crossing the street and to use the crosswalks at intersections."

Halloween falls on a Friday night this year and every community will see adults dressed in costume headed out to mark the occasion with friends and family. However, the most terrifying events this weekend come at the end of the night once the parties end. That's when drunk or buzzed drivers take to the streets. Avoid the 30 Riverside County reminds everyone partying this Halloween to use a Designated Driver!

"If you are planning on celebrating this weekend our message is simple," said Karen Haverkamp, Riverside County Avoid the 30 coordinator. "If you are caught driving impaired, you're going to be arrested! You may have thought the haunted house was frightening – wait till you visit the jail."

There is no treat once an officer knocks on your car door. When arrested, violators will face jail time, the loss of their driver's license, higher insurance rates, attorney fees, time away from work, and dozens of other expenses.

Worse yet, there will be many families receiving the horrific news that a loved one has been badly hurt or killed at the hands of a drunk driver this Halloween weekend.

The Avoid the 30 – DUI Campaign will be deploying additional officers onto the streets Friday night to reduce the death and destruction caused by drinking drivers. "Drunk driving is the top priority for the police, CHP, and Sheriff deputies in Riverside County, but other motorists on the roads are one of the

best weapons we have against drunk drivers,” said Haverkamp. “We’re asking the public to report drunk drivers by calling 911. Then, provide the location, direction of travel and a complete description of the vehicle. This will help to hunt them down and get them off the road.”

With millions of cell phones on California roadways your chances of getting busted have risen. Avoid the 30 will be out in force conducting DUI operations in the following communities: Lake Elsinore, Moreno Valley, Riverside, Hemet, Palm Springs, and La Quinta. In addition, every officer working Friday night will pay special attention towards drunk driving.

Don’t take the chance. Remember, if you are caught over the limit, you will be under arrest.



***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!**