



Avoid the 30 Riverside County



MEDIA ADVISORY

FOR IMMEDIATE RELEASE:

Wednesday, April 23, 2008

CONTACT:

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Riverside Police and Riverside County police agencies commence special traffic enforcement program

RIVERSIDE, CA – 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 grant funding and commencement of the 2008 special enforcement campaign to combat impaired driving, at a press conference Tuesday.

PRESS CONFERENCE

WHAT: Avoid the 30 enforcement grant announcement for Riverside County
WHEN: Tuesday, April 29, 2008, at 10:30 a.m.
WHERE: RPD Magnolia Station, 10540 Magnolia Ave., Riverside
WHO: Riverside County law enforcement agencies, California OTS, CHP

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 also 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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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

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