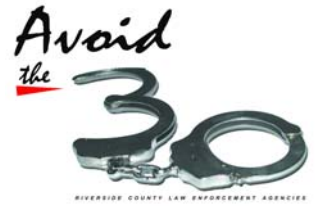




Avoid the 30 Riverside County PRESS RELEASE



FOR IMMEDIATE RELEASE:

Tuesday June 30, 2009

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Avoid the 30 – Riverside County Announces July 4th Crackdown on Drunk Drivers

County Statistics Showing Holiday Period is a Deadly One on U.S. Roads

Riverside, California — Avoid the 30 DUI Campaign Task Force today announced its officers will be out in full force during the Fourth of July holiday period, cracking down on impaired drivers with an aggressive *Drunk Driving. Over the Limit. Under Arrest.* enforcement blitz.

“Driving while drunk isn’t worth the tremendous risk. No matter your age, if you’ve had too much holiday spirit, you’d better find a safe and sober ride home or your chances of arrest are high,” said Riverside Police Chief Russ Leach

Avoid the 30 – Riverside County cited recent nationwide statistics to underscore the importance of the crackdown. In 2007, 34 percent of all drivers involved in traffic-related crashes during the July 4th holiday period (6 p.m. Tuesday, July 3, 2007 to 5:59 a.m. on Thursday, July 5, 2007) had a blood alcohol concentration (BAC) of .08 or higher, the legal limit in all states, the District of Columbia and Puerto Rico.

During the July 4th holiday period in 2007, there were a total of 200 traffic-related fatalities. Of those, 44 percent involved a driver or motorcycle rider with a BAC of .08 or higher. . During the 2008 Independence Day Holiday weekend, California’s Alcohol Involved Deaths totaled 17 and another 382 suffered injuries, some life changing, due to intoxication. (The 2008 data is provisional information)

“Too many people still fail to understand that alcohol and driving don’t mix. Impaired driving is no accident—nor is it a victimless crime. It’s vitally important that we bring this tragic situation to an end,” said Riverside Police Traffic Supervisor and AVOID the 30 director Karen Haverkamp.

Drunk driving is one of America’s deadliest problems. In 2007, 41,059 people were killed in motor vehicle crashes. There were 12,998 people who were killed in traffic crashes that involved at least one driver or motorcycle rider with a blood alcohol concentration (BAC) of .08 or higher.

Alcohol plays a big role in motorcycle fatalities too. Forty-one percent of the 2,182 motorcycle riders who died in single-vehicle crashes in 2007 had BAC levels of .08 or higher. In fatal crashes for 2007 a higher percentage of motorcycle riders had BAC levels of .08 or higher than any other type of vehicle driver.

Avoid the 30 – Riverside County will be deploying officers for DUI/Drivers License Checkpoint and multiple Local DUI Saturation Patrols during the 3 day holiday weekend. All routine police and Sheriff patrol's, along with CHP who is deploying 80% of all officers onto freeways, state routes and county roads will be stepping up DUI stops locally and statewide.

Chief Leach said following these easy steps, a driver can enjoy a safe and festive holiday without jeopardizing their life and the lives of the others who may be on the road.

- Plan a safe way home before the festivities begin;
- Before drinking, please 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: Report Drunk Drivers, Call 9-1-1!

Driving impaired is simply not worth the risk. The consequences are serious and real. Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for driving while impaired can be significant. Violators often face jail time, the loss of their driver's license, higher insurance rates, and dozens of other unanticipated expenses.

"No matter what you drive—a passenger car, pickup, or motorcycle—if you are caught driving impaired, you will be arrested," said Haverkamp. "Don't let this Fourth of July blow up in your face. Remember. *Drunk Driving. Over the Limit. Under Arrest.*"

Police, Sheriff and the CHP encourage all motorists to help make your community safer: Report Drunk Drivers – Call 9-1-1.



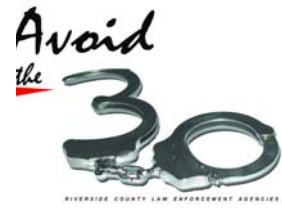
Funding for the "Avoid" program is provided by a grant from the California Office of Traffic Safety through the National Highway Traffic Safety Administration. For more information on the crackdown, visit the California Avoid Web Site at www.californiaavoid.org and Riverside County Avoid Web Site at www.avoidthe30.org .

MEDIA NOTES: To schedule an interview regarding Avoid the 30 DUI Crackdown, or request a ride-along with law enforcement during the holiday period, please contact Karen Haverkamp at 951-353-7980 or via email at khaver@riversideca.gov. To schedule an interview regarding impaired driving efforts and programs in California please contact Chris Cochran at (916) 262-2975 or via email at ccochran@ots.ca.gov.

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Avoid the 30 Riverside County



2009 Independence Day Weekend Schedule of Operations

Riverside, CA - Riverside County Avoid the 30 is announcing its upcoming enforcement operations for the 4th of July Holiday DUI Crackdown. The following schedule of operations are provided for media releases. CHP is on Maximum Enforcement for the deployment period.

Murrieta PD - Region 1 hosts DUI Checkpoint:

Friday, July 3, 2009 – Murrieta

July 3 - 6, 2008, Regions 2, 3, 4 & 5 will host Saturation Patrols and CHP is on Maximum Enforcement all weekend.

Region 2:

Corona

Friday, July 3, 2009

7 p.m. to 3 a.m.

Moreno Valley

Friday, July 3, 2009

4 p.m. to 12 a.m.

Sunday, July 5, 2009

4 p.m. to 12 a.m.

Riverside

Friday, July 3, 2009

7 p.m. to 3 a.m.

Saturday, July 4, 2009

7 p.m. to 3 a.m.

Sunday, July 5, 2009

7 p.m. to 3 a.m.

Monday, July 6, 2009

7 p.m. to 3 a.m.

Region 3:

Beaumont

Friday, July 3, 2009

6 p.m. to 2 a.m.

Region 4:

Desert Hot Springs

Saturday, July 4, 2009

7 p.m. to 3 a.m.

Palm Desert

Sunday, July 5, 2009

7 p.m. to 3 a.m.

Palm Springs

Sunday, July 5, 2009

7 p.m. to 3 a.m.

Rancho Mirage

Sunday, July 5, 2009

7 p.m. to 3 a.m.

Region 5:

Blythe

Saturday, July 4, 2009

7 p.m. to 3 a.m.

Coachella

Friday, July 3, 2009

6 p.m. to 2 a.m.

La Quinta

Saturday, July 4, 2009

7 p.m. to 3 a.m.

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

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