



P R E S S R E L E A S E

FOR IMMEDIATE RELEASE
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That Holiday Cheer Can Go the Wrong Way On Our Roads

Drunk Driving. Over the Limit. Under Arrest.

Redondo Beach, CA— As party-goers celebrate the holidays with friends and family, everyone should heed Redondo Beach Police Department's warning to keep the party off the road or be ready to face the consequences. Law Enforcement will be out in force beginning December 17th through the New Year's weekend cracking down on anyone caught drunk or drugged behind the wheel.

The Redondo Beach Police Department will be conducting a DUI/Driver License checkpoint in partnership with the Avoid DUI Task Force Campaigns and law enforcement nationwide on 12/17/2010 at 8:00 pm at an undisclosed within the city.

“After hearing about the dangers of drinking and driving time after time, most people have gotten the message that if they're planning on drinking, they should always plan a safe way home,” said Redondo Beach Police Chief W. Joseph Leonardi. “But sadly, millions of Americans still think they are invincible and regularly choose to get behind the wheel after having too much to drink.”

The Redondo Beach Police Department says parents should take note that young males are at particularly high risk, with nearly one-quarter admitting to riding with someone who should not have been behind the wheel in the past year.

“We know that the holiday season can be one of the deadliest and most dangerous times on America's roadways due to an increase in drunk driving,” said Chief Leonardi. “Don't let your 2010 end in an arrest or worse, injury or death. Remember, whether you've had way too many or just one too many, it's not worth the risk!”

During last year's two and half week Winter Holiday campaign, 36 Californians were killed in crashes statewide with a blood alcohol concentration (BAC) of .08 or higher and another 1,168 were injured in alcohol involved wrecks.

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

The Redondo Beach Police Department recommends these simple tips for a safe holiday season:

- Plan a safe way home before the festivities begin;
- Before drinking, designate a sober driver;
- If you're impaired, use a taxi, call a sober friend or family member, or use public transportation;
- If you happen to see a drunk driver on the road, don't hesitate to contact your local law enforcement;
- 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.

For more information on local and statewide Avoid DUI Task Force Campaign Enforcement Schedules and Daily DUI Arrest/Fatal Stats, visit the www.californiaavoid.org. The Program is funded by the California Office of Traffic Safety who reminds everyone to please – Report Drunk Driving – Call 9-1-1!

MEDIA NOTES: To schedule an interview regarding the Redondo Beach PD Traffic Safety Operations, please contact Officer Scot Martin at (310) 379-2477 or via email at scot.martin@redondo.org. To schedule an interview regarding impaired driving efforts and programs in California please contact Chris Cochran, California Office of Traffic Safety at (916) 905-3063 or via email at ccoehran@ots.ca.gov.



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