



FOR IMMEDIATE RELEASE:

8/18/2011

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Redondo Beach PD Launches Intensive Crackdown on Impaired Driving

Law Enforcement Isn't Easing Up; Everyone Found Driving Over the Limit Will Be Arrested

Redondo Beach, CA –The Redondo Beach Police Department today announced it will join nearly 10,000 other law enforcement agencies nationwide in support of an intensive crackdown on impaired driving August 19 – September 5, known as “Drive Sober or Get Pulled Over.”

A DUI/Driver’s License Checkpoint is scheduled for August 20, 2011 at an undisclosed location within the city limit beginning at 7:30 PM in partnership with law enforcement nationwide during the Summer/Labor Day Campaign.

The crime of impaired driving is a serious one. In 2009 alone, 10,839 people died in crashes in which a driver or motorcycle rider was at or above the legal limit, according to the National Highway Traffic Safety Administration (NHTSA). The age group with the highest percentage of alcohol-impaired-driving fatalities in motor vehicle traffic crashes was the 21-to-24 age group.

“When you drive under the influence of intoxicants, you show a careless disregard for yourself, your family and friends and for the innocent, law-abiding people that share the road with you. Impaired drivers cause collisions that frequently result in injury or death. We are committed to reduce these incidents through increased enforcement. Twice as many alcohol-impaired accidents occur over the weekend and four times as many occur at night. We will be especially vigilant during these high-risk times when impaired drivers are most likely to be on our roads,” said Police Chief Leonardi, Redondo Beach Police Department.

Los Angeles County Avoid the 100 Task Force will also deploy DUI Driver’s License Checkpoints, Multi Agency DUI Task Force operations and local Roving DUI patrols during 18 day Summer/Labor Day Campaign.

“Our message is simple and unwavering: if we find you driving impaired, we will arrest you. No exceptions,” said Chief Leonardi. “Many people chance driving home because they have done it previously without consequences. It is only a matter of time before we arrest you, or you are involved in a life-changing collision. Even if you beat the odds and manage to walk away from an impaired-driving crash alive, the trauma and financial costs of a crash or an arrest for driving while impaired can still destroy your life.”

According to Redondo Beach PD, violators will face jail time, loss of their driver licenses, or being sentenced to use ignition interlocks. Their insurance rates go up. Other financial hits include attorney fees, court costs, lost time at work, and the potential loss of job or job prospects. When family, friends and co-workers find out, violators can also face tremendous personal embarrassment and humiliation.

The national *Driver Sober or Get Pulled Over* crackdown is led by NHTSA with the California Avoid DUI Task Force Campaign combining high-visibility enforcement and heightened public awareness through publicity. For more information, visit the High-Visibility Enforcement Campaign Headquarters at www.StopImpairedDriving.org.

Statewide and local 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 Anti Drunk-Driving efforts, or request a ride-along with law enforcement during the holiday period, please contact Investigator Jeff Mendenace at (310) 379-2477 x2721 or via email at Jeffrey.mendenace@redondo.org.



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