



PRESS RELEASE

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DUI Enforcement Operations Planned this Week

Redondo Beach, CA - Officers from the Redondo Beach Police Department will be on the lookout to stop and arrest alcohol and drug-impaired drivers in the Department's ongoing traffic safety campaign. DUI Saturation Patrols will be deployed in areas with high frequencies of DUI collisions and/or arrests leading up to the Super Bowl.

Redondo Beach Police Department Chief Joe Leonardi said, **“Super Bowl fans are looking forward to a high scoring competitive game. The Redondo Beach Police Department would like to see zero collisions and zero DUI arrests. This will not happen unless people drink responsibly and choose not to drive when they drink. This is a zero tolerance enforcement weekend. Drive Sober or Get Pulled Over.”**

In California, DUI resulted in 774 deaths in 2010 because someone failed to designate a sober driver. After falling dramatically for five straight years, figures for 2011 indicate that DUI deaths remained the same as 2010. Over the course of the past three years, DUI collisions have claimed 1 life and resulted in 84 injury crashes harming 106 of our friends and neighbors in Redondo Beach.

DUI can impact the economy in addition to the pain and suffering of those immediately affected. Conservatively, a fatality has a \$1.4 million impact, an injury \$70,000, and a crash that only damages property averages nearly \$9000.

“California's roadways are very much safer than they were before 2006,” said OTS Director Christopher J. Murphy. “The Redondo Beach Police Department will be keeping the pressure on through enforcement and public awareness so that we can continue saving lives and reach the vision we all share – *Toward zero deaths, every 1 counts.*”

Funding for this program is from a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration. Report Drunk Drivers, Call 911!

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