



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

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South Gate Police Department to Partner with Avoid the 100 DUI Campaign to Launch Intensive Crackdown on Impaired Driving

Police Vow to Arrest Everyone Found Driving 'Over the Limit'

[South Gate, CA] – The problem of impaired driving is a serious one. While America witnessed a decline in the number of DUI fatalities in recent years, the numbers are still too high. That's why the South Gate Police Department is announcing today that it's joining the Avoid the 100 County DUI Task Force along with other law enforcement agencies throughout the country in support of an intensive crackdown on impaired driving. The Campaign runs August 20 – September 6, known by its tagline, *Drunk Driving. Over the Limit. Under Arrest.*

The South Gate Police Department will be conducting a DUI / Drivers License Checkpoint on September 3, 2010 from 7:00 PM to 3:00 AM at an unannounced location within the city limits.

"All too often, innocent, law-abiding people suffer tragic consequences and the loss of loved ones due to this careless disregard for human life," said Christopher J. Murphy, Director of the California Office of Traffic Safety. "Because of the commitment to end the carnage, Police, Sheriffs and CHP are intensifying enforcement during the crackdown. They'll be especially vigilant during high-risk nighttime hours when impaired drivers are most likely to be on our roads."

According to the latest data, 32 percent of fatalities in motor vehicle traffic crashes involve a driver or motorcycle rider with a blood alcohol content (BAC) of .08 percent or above, averaging one fatality every 45 minutes.

"Our message is simple and unwavering. If we find you driving impaired, we will arrest you. No exceptions," said Chief George Troxci of the South Gate Police Department. "Even if you beat the odds and walk away from an impaired-driving crash alive, motorists should be aware that the financial and social consequences of a DUI can be devastating."

Violators will face jail time, loss of their driver's license, huge fines and maybe 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.

“Driving impaired is simply not worth all the consequences. Just designate a sober driver. Don’t take the chance. Remember, if you are over the limit, you’re under arrest,” said Chief Troxcil.

The national *Drunk Driving. Over the Limit. Under Arrest.* crackdown is led by NHTSA and the California Avoid DUI Task Force Campaign combining high-visibility enforcement with heightened public awareness through publicity.

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 Anti Drunk-Driving efforts, or request a ride-along with law enforcement during the holiday period, please contact the Watch Commander at (323) 563-5493.



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