



Oakland Police Department

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FOR IMMEDIATE RELEASE

Oakland Police Department to Partner with “Avoid the 21” DUI Campaign to Launch Intensive Crackdown on Impaired Driving

Police Vow to Arrest Everyone Found Driving ‘Over the Limit’

Oakland, CA – The problem of impaired driving is a serious one. While America has witnessed a decline in the number of DUI fatalities in recent years, the numbers are still too high. That’s why the Oakland Police Department is announcing today that it’s joining with the “Avoid the 21” – Alameda County DUI Task Force, teaming with other law enforcement agencies throughout the country in support of an intensive crackdown on impaired driving. The Campaign runs December 17, 2010– January 2, 2011, and is known by its tagline, *Drunk Driving. Over the Limit. Under Arrest.*

The Oakland Police Department, along with other “Avoid the 21” agencies, will be conducting two DUI Saturations (Friday, December 17 from 6:00 p.m. to 2:00 a.m. and Sunday, December 19 from 3:00 p.m. to 2:00 a.m.) in an unannounced area 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 0.08 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 Lieutenant Sharon Williams, Oakland 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 may be 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 a 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 Lieutenant Sharon Williams.

The national *Drunk Driving. Over the Limit. Under Arrest.* crackdown is led by the U.S. Department of Transportation's National Highway Traffic Safety Administration and the California “Avoid DUI” Task Force Campaign and is focused on 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 statistics, visit the www.californiaavoid.org. The Program is funded by the California Office of Traffic Safety, which reminds everyone to please – Report Drunk Driving – Call 911!

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 Lt. Sharon Williams, Traffic Operations Section at (510) 777-8637 or via email at sjwilliams@oaklandnet.com



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