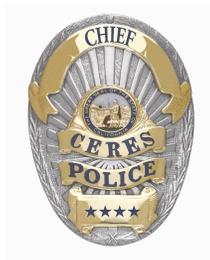


Ceres Department of Public Safety POLICE DIVISION



FOR IMMEDIATE RELEASE:

08-22-12

CONTACT: Sgt. Chris Perry, (209) 538-5723, cperry@ci.ceres.ca.us

Ceres PD Set For Crackdown on Impaired Driving

Law Enforcement Reminds Drivers to End the Summer on a Safe Note

Ceres, CA. If you drink and drive in Ceres, beware, Ceres Police is joining with law enforcement throughout the state for the "Drive Sober or Get Pulled Over" campaign August 17 to September 3, 2012. A DUI/Driver's License Checkpoint is scheduled for August 24, 2012 at an undisclosed location within the city limit beginning at 7:00 PM in partnership with law enforcement statewide during the Summer/Labor Day Campaign.

The crime of impaired driving is a serious one. In 2010 alone, 791 people died in California in crashes in which a driver or motorcycle rider was at or above the legal limit. The age group with the highest percentage of alcohol-impaired-driving fatalities in motor vehicle traffic crashes was the 21-to-24 age group.

"On average there is one alcohol impaired driving-related fatality every 51 minutes across America. But this tragic loss of life can be reduced if we get impaired drivers off our roadways," said Ceres Police Chief Art deWerk. "Research has shown that high-visibility enforcement like the 'Drive Sober or Get Pulled Over' campaign reduces alcohol-impaired driving fatalities by as much as 20 percent. By joining this statewide wide effort, we will make Ceres's roadways safer for everyone throughout the Labor Day period."

Stanislaus County Avoid the 12 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.

"Obviously we want to remind everyone that it is illegal to drive impaired, and we hope the campaign will remind people that if they plan on drinking, to never get behind the wheel," said Chief deWerk. "But if someone does choose to drive impaired, we will arrest them. No warnings. No excuses."

According to Ceres 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.

This operation is funded by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration, which reminds everyone to 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 Sgt. Chris Perry at (209) 538-5723 or via email at cperry@ci.ceres.ca.us

