

USF POLICE DEPARTMENT MEDIA RELEASE

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SUBJECT: **USF Police Department Shows Zero Tolerance In Its Goal to End Drunk Driving**

This Labor Day weekend, families and friends will be celebrating the end of the summer. Sadly, this festive time has also become a dangerous time for America's roads, as many drunk drivers get behind the wheel after celebrating. For this reason, the USF Police Department is partnering with the National Highway Traffic Safety Administration to stop drunk drivers and help save lives.

The high-visibility national enforcement campaign, Drive Sober or Get Pulled Over, runs August 19-September 5, 2016. During this period, local law enforcement will show zero tolerance for drunk driving. Increased state and national messaging about the dangers of driving drunk, coupled with sobriety checkpoints and increased officers on the road, aim to drastically reduce drunk driving on our nation's roads.

According to NHSTA, on average, over 10,000 people died each year (2010 to 2014) in drunk-driving crashes. During the 2014 Labor Day holiday weekend (6 p.m. August 29 – 5:59 a.m. September 2), 40 percent of the fatalities in traffic crashes involved drunk drivers, which was the highest percentage over the five years 2010 to 2014. And nighttime proves to be the most dangerous time to be out on the roads: During the 2014 Labor Day holiday period, 83 percent of drunk-driving crash fatalities occurred between 6 p.m. and 5:59 a.m. – as compared to half of all drunk-driving crash fatalities throughout the rest of that year.

During the enforcement period, there will be a special emphasis on drunk-driving enforcement. Local drivers should expect to see more patrol vehicles, sobriety checkpoints, and increased messaging about the dangers of drunk driving.

Members of the USF Police Department will be aggressively looking for impaired drivers during the crackdown and will arrest anyone caught driving impaired.

NHTSA has made it even easier to get home safely when you've been drinking, with the free SaferRide mobile app, available through iTunes and Google Play. The app allows you to call pre-selected contacts or a taxi, and also identifies your location so you can be picked up.

This August, and every day, remember: there is never an excuse to drink and drive. If you choose to break the law, the USF Police Department will see you before you see them. Drive Sober or Get Pulled Over.

