



ANAHEIM POLICE DEPARTMENT

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NEWS RELEASE

FOR IMMEDIATE RELEASE

Date: January 21, 2008

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Subject: **SUPER BOWL SUNDAY SPECIAL D.U.I. ENFORCEMENT - "AVOID THE 28" ORANGE COUNTY**

As we enter Super Bowl weekend, Orange County law enforcement agencies offer an important reminder to drink responsibly and don't drink and drive. While countless people will be enjoying the Super Bowl game this Sunday, the tragic part of the weekends festivities will be that many will have forgotten the most important part of planning for Super Bowl Sunday – a designated sober driver! Over the course of the last 3 Super Bowl Sundays 17 people were killed and 390 people were hurt. In 2006, nationally nearly 16,000 died and last year statewide nearly 1,600 people were killed in alcohol involved crashes. Super Bowl Sunday has become one those special events where thousands have parties and law enforcement is left cleaning up the disasters that follow when football fans drink and drive. Law enforcement agencies throughout Orange County participating in the "Avoid the 28" will have Police, Sheriff and CHP Officers working Sunday looking to stop impaired drivers. Additionally, they be sending out extra overtime saturation patrols to get more drunk drivers off the road – and save lives that might otherwise be lost.

We extend the following reminders:

If you are hosting a Super Bowl party:

- Remember, you could be held liable if someone you served alcohol to ends up in an impaired driving crash.
- Make sure all of your guests designate sober drivers in advance, or help arrange ride-sharing with other sober drivers.
- Serve a lot of food – and include a variety of non-alcoholic beverages at the party.
- Stop serving alcohol at the end of the third quarter of the game and begin serving coffee and dessert.
- Keep the numbers for local cab companies handy, and take the keys away from anyone who considers driving while impaired.

If you are attending a Super Bowl party or watching the game at a sports bar or restaurant:

- Designate your sober driver before the party begins and give that person your car keys. Remember, a Designated Driver is sober, not just the one drinking the least.
- Avoid drinking too much alcohol too fast. Pace yourself—eat enough food, take breaks and alternate with non-alcoholic drinks.
- If you don't have a designated driver, ask a sober friend for a ride home; call a cab, friend or family member to come and get you; or just stay where you are and sleep it off until you are sober.
- Never let a friend leave your sight if you think they are about to drive while impaired. Remember, *Fans Don't Let Fans Drive Drunk*.
- Always buckle up – it's still your best defense against other impaired drivers.

These community based enforcement campaigns are funded through a grant from the California Office of Traffic Safety. The national impaired driving crackdown is a prevention program organized by the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) that focuses on combining high-visibility enforcement with heightened public awareness through advertising and publicity.