



# San Diego Police DUI Campaign



## PRESS RELEASE

For Immediate Release  
March 15, 2012

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### **Celebrate St. Patrick's Day Safely This Year and Every Year**

*Pick a Designated Driver or Contact Your Local Sober Ride Program*

*Remember: 'Buzzed Driving is Drunk Driving'*

**San Diego, CA** – Everybody may be Irish on St. Patrick's Day, but nobody should drive drunk after celebrating Ireland's patron saint this Saturday, March 17, 2012.

The San Diego Police Department will be deploying additional officers on an overtime basis this weekend, supporting regularly-scheduled traffic and patrol officers and focusing on drinking driver hotspots. Police, sheriff and CHP officers will have a "zero tolerance" response toward impaired drivers who fail to use a designated, sober driver.

"St. Patrick's Day is one of the most widely celebrated saint's days in the world, but all too often it shares that great distinction with a far lesser one – too many people are driving drunk and killing or maiming themselves and others on the road as a result," said Officer McCullough. "Even if you think you've had only a few drinks and are just feeling 'buzzed,' don't kid yourself because Buzzed Driving is Drunk Driving."

Last year during the St. Patrick's Day period, there were 3 people killed and 96 seriously injured in traffic crashes across California involving at least one driver or motorcyclist with a BAC of .08 percent or higher, according to statistics compiled by the California Office of Traffic Safety.

"Whether you are meeting a few friends at the local pub after work or attending a local event or party, if alcohol is part of the festivities, make sure you designate a sober driver to get you home safely, or contact your local sober ride program participant for a safe trip," Officer McCullough recommended.

Law enforcement officials recommend the following easy steps for a safe St. Patrick's Day:

- Plan a safe way home before the festivities begin and designate a sober driver.
- If you happen to see a drunk driver on the road, don't hesitate to report them - Call 911!
- And remember, if you know people who are about to drive or ride while impaired, take their keys and help them make other arrangements to get where they are going safely.

The national ***Buzzed Driving is Drunk Driving*** crackdown is led by the California Office of Traffic Safety (OTS) and NHTSA, with the California "Avoid DUI Task Force" Campaign combining high-visibility enforcement and heightened public awareness through publicity.

The Program is funded through a grant by the California Office of Traffic Safety that reminds everyone to Report Drunk Drivers – Call 911!

**Media Notes:** The Saint Patrick's Day enforcement period runs from 6:00 p.m., Friday, March 16, 2012 to 6:00 a.m. on Sunday, March 18, 2012. To schedule an interview regarding Anti Drunk-Driving efforts, or request a ride-along with law enforcement regarding this weekend's effort, please contact Mark McCullough at (619) 818-4860 or via email at [mmccullough@pd.sandiego.gov](mailto:mmccullough@pd.sandiego.gov).



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