



THE CITY OF SAN DIEGO

## PRESS RELEASE

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### “MY B.A.C.” Kicks Off In The Gaslamp District

San Diego CA – The San Diego Police Department’s Traffic Division will be launching a new community outreach program on Thursday, December 18, 2014, at 5<sup>th</sup> Avenue and G Street, between the hours of 6:00 p.m. and 2:00 a.m. Chief Shelley Zimmerman will be present at 6:00 p.m. for media interviews if needed.

“MY B.A.C.” is an effort by the San Diego Police Department in partnership with local business improvement districts to reduce Driving Under the Influence (DUI) and educate citizens on the process and significant impact of a DUI arrest. Officers will be at 5<sup>th</sup> Avenue and G Street with a crashed car to illustrate the dangers of driving while impaired. Citizens will have an opportunity to voluntarily have their Blood Alcohol Content (B.A.C.) level tested by officers equipped with Portable Alcohol Screening (PAS) devices. Once tested, the citizen will be informed of their B.A.C. results and provided DUI educational materials to read. All testing will be voluntary so that appropriate decisions can be made on how to safely get home.

In California, the deadly crime of DUI led to 802 deaths in 2012 because someone chose to drive impaired and failed to designate a sober driver. Nationally, the latest data shows nearly 10,000 citizens have been killed by an impaired driver. In San Diego over the course of the past three years, DUI collisions have claimed fourteen lives and resulted in 2271 injury crashes, harming 2254 of our friends, family and neighbors said, Officer Mark McCullough.

Drivers caught driving impaired can expect the impact of a DUI arrest to include jail time, fines, fees, DUI classes, potential loss of employment and other expenses that can exceed \$10,000, not to mention the personal embarrassment and impact to family and friends.

Funding for this program is provided to the San Diego Police Department by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration, reminding everyone to ‘Report Drunk Drivers – Call 9-1-1’.

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