



City of La Porte

Established 1892

Police Department

Recognized as a Best Practices Agency by  
the Texas Association of Police Chiefs



**Media Relations Information for 08/15/2013**

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## **LPPD joins National crackdown to reduce Drunk Driving fatalities**



From mid-August through Labor Day, officers from the La Porte Police Department will be out in force as part of the annual nationwide “Drive Sober or Get Pulled Over” crackdown on drunk driving. The crackdown, which will include high-visibility enforcement throughout the Bay Area region, will run from August 16 through September 2, 2013. The effective nationwide drunk driving crackdown will include high-visibility enforcement, high-profile events, and will be supported by national paid advertising, creating a comprehensive campaign to curb drunk driving in August and through the Labor Day holiday weekend. LPPD officers will be aggressively looking for drunk drivers during the crackdown and will arrest anyone suspected of driving drunk.

Although it is illegal in all 50 States to drive drunk (having a blood alcohol concentration of .08 or higher), far too many people across the nation get behind the wheel after consuming too much alcohol. The latest statistics from the National Highway Traffic Safety Administration underscore the serious nature of the nation’s continuing drunk driving epidemic. Every year, about one third of all motor vehicle traffic deaths involve one or more drunk drivers or motorcycle operators. In 2011, nationally, 9,878 people died in crashes involving drunk drivers. That works out to approximately one drunk driving fatality every 53 minutes.

Holidays, in particular, such as Labor Day weekend are especially dangerous. During the 2011 Labor Day weekend, a total of 138 people were killed throughout the U.S. in motor vehicle traffic crashes involving drivers or motorcycle riders with BACs of .08 g/dL or higher. Of those fatalities, 83 percent occurred during early evening and overnight, from 6 p.m. to 5:59 a.m. Of local concern, according to Houston-based Mothers Against Drunk Driving (M.A.D.D.), Harris County has specifically been shown to have one of the the highest numbers of DUI related fatalities in the nation.

Drunk driving also takes a particularly heavy toll among young drivers. Among 18- to 34-year-old drivers killed in motor vehicle traffic crashes throughout the nation during the 2011 Labor Day weekend, 42 percent were shown to be alcohol-impaired. Research has shown that high-visibility enforcement like the 'Drive Sober or Get Pulled Over' campaign reduces drunk driving fatalities by as much as 20 percent. By joining this nationwide effort, La Porte police will make area roadways safer for everyone throughout the Labor Day period.



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Concerning the 2013 Crackdown, and drunk driving in general, LPPD's Chief Ken Adcox expressed, "We want to remind everyone that getting behind the wheel drunk is a terrible idea. Unfortunately, not only does drinking impair your ability to operate a vehicle safely, it also impairs your judgment and good sense about whether you can, or should drive. If you have any doubt about your sobriety, you need to avoid getting behind the wheel. If you do chose to drive impaired, you will be arrested. There are no exceptions."

Being arrested for driving drunk brings a wide range of negative consequences into one's life. Drunk drivers face jail time, loss of their driver licenses, and steep financial consequences such as higher insurance rates, attorney fees, court costs, lost time at work, and the potential loss of job. When family, friends and co-workers find out, violators also often face tremendous personal embarrassment. Driving drunk is simply not worth the risk. So don't take the chance. Remember, officers will be out in force and monitoring area roadways. So, as the slogan goes, 'Drive Sober or Get Pulled Over.'

For more information, visit the "Drive Sober or Get Pulled Over" Campaign Headquarters at [www.TrafficSafetyMarketing.gov](http://www.TrafficSafetyMarketing.gov), or contact La Porte Police Department's Traffic Division at 281-842-3167