



**CITY OF MISSOULA
POLICE DEPARTMENT
*Traffic Unit***

PRESS RELEASE

For immediate release:

Date: Aug. 19, 2014

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**Missoula Police Department Participates in
Drive Sober or Get Pulled Over
National Crackdown on Drunk Driving
Labor Day Campaign**

The Missoula Police Department is joining thousands of law enforcement agencies around the country in the fight against drunk driving this Labor Day weekend.

By working together, increasing public awareness and using a no-excuses approach to enforcement, we can send a strong message: Drunk driving will not be tolerated.

This year's "Drive Sober or Get Pulled Over" high-visibility enforcement campaign runs Aug. 15 through Sept. 1, covering the end of summer and the busy Labor Day holiday weekend. Our goal is to present an unmistakable and visible presence, ready to arrest drunk drivers who put lives at risk.

In 2012, Labor Day weekend saw 147 drunk-driving fatalities. Throughout the year, someone is killed in an alcohol-impaired-driving crash every 51 minutes, on average. Over the Labor Day weekend, that statistic jumps to one alcohol-impaired-driving fatality every 34 minutes. Not surprisingly, nighttime is the worst, with almost half (46 percent) of traffic fatalities involving a drunk driver during the Labor Day holiday weekend.

In 2012, the families of 10,322 people were devastated by the tragic, preventable death of loved ones in alcohol-involved crashes. Young drivers (18-34) represent the largest segment of drunk drivers in the United States; among the people killed in drunk-driving crashes over the Labor Day holiday weekend, for example, almost half (45 percent) were between the ages of 18 and 34. For those under the age of 21 it was illegal to consume alcohol, yet they did drink and, in addition, chose to drive after drinking.

Sgt. Greg Amundsen of the Missoula Police Department urges people to make better choices and plan ahead.

- Designate a sober driver.
- If you have been drinking, don't drive.
- Call a cab or use public transportation.
- If you intend to drink, leave your car at home.
- Always wear your seatbelt.

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