

NEWS RELEASE

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**Media Relations Office
573 335.6621 / F: 573 339.6362**

Sgt. Jason Selzer (x1145)
Ptlm. Darin Hickey (x1263)

Cape Girardeau Police Department Joins National Crackdown to Reduce Drunk Driving Fatalities

From mid-August through Labor Day, local police 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 Cape Girardeau, will run from August 16th through September 2, 2013.

The effective nationwide drunk driving crackdown will include high-visibility enforcement, high-profile events, and will be supported by nation paid advertising, creating a comprehensive campaign to curb drunk driving in August and through the Labor Day holiday weekend.

The Cape Girardeau Police Department said it officers will be aggressively looking for drunk drivers during the crackdown and will arrest anyone caught driving drunk.

Although it is illegal in all 50 States, the District of Columbia and Puerto Rico 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 impaired drivers or motorcycle operators," said Chief Wes Blair. "In 2012, 230 people died in Missouri8 crashes involving impaired drivers. That works out to approximately one impaired driving fatality every 1.5 days."

Chief Wes Blair added that holidays such as the Labor Day holiday are particularly dangerous. During the Labor Day weekend in 2012, a total of three people were killed in motor vehicle traffic crashes involving impaired drivers or motorcycle riders. Of those fatalities, one occurred at noon and the other two occurred at 10 p.m.



“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, we will make Cape Girardeau’s roadways safer for everyone throughout the Labor Day period,” said Chief Wes Blair.

“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, do not get behind the wheel. If you do chose to drive impaired, you will be arrested. No warnings. No excuses,” Chief Blair said.

Chief Blair noted that 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 dunk is simply not worth the risk. So don’t take the chance. Remember, we will be out in force and we will be watching, so ‘Drive Sober or Get Pulled Over,’” said Chief Blair.

For more information, visit the “Drive Sober or Get Pulled Over” Campaign Headquarters at www.trafficsafetymarketing.gov or www.savemolives.com.

For More Information Please Contact:
Traffic Sgt. Kevin Orr Ext. 1060
40 S. Sprigg
Cape Girardeau Mo. 63703
573-335-6621

