



KENNER POLICE DEPARTMENT

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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Independence Day Weekend Brings DWI Crackdown to Kenner

KENNER — Independence Day weekend is coming up. Americans love to celebrate the Fourth of July with family, friends, food and fireworks, but all too often the festivities turn tragic on the nation's roads. The fact is, this iconic American holiday is also one of the deadliest holidays of the year due to drunk-driving crashes. So starting Thursday, July 2 and continuing through Sunday, July 5, 2015, the Kenner Police Department will be aggressively targeting drunk drivers as part of a nationwide effort to end drunk driving and save lives. The *Drive Sober or Get Pulled Over* campaign will pair increased public awareness with high-visibility enforcement, resulting in fewer drunk drivers on Kenner roadways.

According to data from National Highway Traffic Safety Administration (NHTSA), during the July 4th holiday period over the last five years (from 2009 to 2013), 750 people lost their lives in crashes involving drivers with a BAC of .08 or more. In 2013, *Forbes* magazine named the Independence Day holiday “the most dangerous holiday of the year.” Over the Fourth of July holiday period in 2013 alone (6 p.m. July 3rd to 5:59 a.m. July 8th), there were 199 people killed in alcohol-impaired-driving crashes on our nation’s roads.

“The Kenner Police Department is ramping up their enforcement to make our roads safer this Fourth of July,” said Kenner Chief of Police Michael Glaser. “For everyone’s sake, don’t drink and drive or you will be arrested. The ‘Drive Sober or Get Pulled Over’ campaign means zero tolerance for drunk driving—no excuses.”

Data from the National Highway Traffic Safety Administration shows that 10,076 people were killed in drunk-driving crashes in the United States in 2013—representing almost a third of all

crash fatalities. By comparison, during the July Fourth period that year, 39 percent of all crash fatalities involved alcohol-impaired drivers.

In every state, it is illegal to drive with a blood alcohol concentration (BAC) of .08 grams per deciliter (g/dL) or higher, yet people continue to break the law and drive drunk. And the rate of high-BAC impaired driving is astounding. In fatal crashes during the July Fourth period in 2013, more than one-fifth (21%) of involved drivers or motorcycle operators had BACs of .15 or higher—almost twice the legal limit.

NHTSA data also reveals that 35 percent of young drivers (18 to 34 years old) were driving drunk (BAC of .08 or higher) in fatal crashes over the July Fourth period in 2013. Motorcycle operators are also overrepresented as the highest percentage of alcohol-impaired drivers in fatal crashes. In 2013, more than one-quarter (27%) of motorcycle operators in fatal crashes had BACs of .08 or higher.

Drunk drivers are more common at night, too. Over the July 4th holiday in 2013, more than two fifths (42%) of the drivers in nighttime fatal crashes (6 p.m. to 5:59 a.m.) were alcohol-impaired, as compared to 13 percent of drivers in fatal crashes during the day.

“This Fourth of July holiday, you can show your patriotism by helping to make Kenner roads safer for everyone,” said Chief Glaser. “Remember,” he warned, “to *Drive Sober or Get Pulled Over*. It’s as simple as that.”

Law enforcement is not messing around this Independence Day: if you’re caught driving drunk, you will be arrested. And keep in mind that aside from putting your life and the lives of others at risk, driving impaired can also lead to serious consequences. A DWI arrest can mean time in jail, loss of your license, and steep financial expenses; the average DWI costs about \$10,000. Chief Glaser recommends these simple tips to prevent drunk driving.

- Plan a safe way home before the fun begins.
- Before drinking, designate a sober driver.
- If you’re impaired, use a taxi, call a sober friend or family member, or use public transportation.
- If you happen to see a drunk driver on the road, don’t hesitate to contact the Kenner Police Department.
- If you know someone who is about to drive or ride while impaired, take your friend’s keys and help your friend make other arrangements to get to where he or she is going safely.

For more information about the *Drive Sober or Get Pulled Over* campaign, visit www.TrafficSafetyMarketing.gov.

More information: Please contact Lieutenant Brian McGregor at bmcgregor@kennerpd.com or (504) 712-2252 with any additional questions you may have.

Download the Kenner Police Department’s Mobile App, which is a FREE download for Apple or

Android available through your device app store by searching for the Kenner Police Department. Crime tips can also be submitted through the Mobile App. The Kenner Police Department also maintains a Facebook page and Twitter account.

Kenner Police Department website: <http://www.kennerpd.com>



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