

**BROWN DEER, WISCONSIN
POLICE DEPARTMENT**

NEWS RELEASE

DATE AND TIME: **Tuesday, August 10, 2010**

CASE NO: **None**

TYPE OF CASE: **Brown Deer Police Department Participation in Statewide “Drunk Driving. Over the Limit. Under Arrest” Campaign August 20, 2010 to September 6, 2010.**

PLACE OF OCCURANCE: **Village of Brown Deer**

DETAILS:

The Brown Deer Police Department will join other law enforcement agencies throughout Wisconsin for the annual “Drunk Driving. Over the Limit. Under Arrest.” campaign targeting impaired motorists from August 20, 2010 to September 6, 2010.

This is the first statewide crackdown on drunken driving since a new law took effect on July 1, 2010 that significantly strengthens deterrents and increases penalties for operating a motor vehicle while intoxicated (OWI) in Wisconsin. The new state law increases jail time for many OWI convictions. In addition, it requires first-offense OWI drivers who were convicted with a blood/breath alcohol level of .15 or higher and all repeat drunken drivers to install an ignition interlock device (IID) on every vehicle that they own or have registered in their name. An IID, which measures breath alcohol levels, makes convicted drunken drivers prove they are sober before they can start a vehicle.

Throughout the state, drunken driving devastates individuals, families and communities. Alcohol-related crashes killed 238 people and injured 3,793 last year. There were approximately 45,000 convictions for drunken driving in Wisconsin in 2009.

During the crackdown and throughout the rest of the year, we want everyone to drive sober, so we do not have to make more drunken driving arrests. We are trying to save lives and prevent injuries. If we can deter people from getting behind the wheel when they are impaired, we will make progress in achieving our ultimate goal of reducing the number of preventable traffic deaths to *Zero in Wisconsin*.

08-10-2010 7:00 A.M.
Date and Time

Daniel Krohn
Reporting Officer

Sergeant of Police
Assignment

BDPD.002
(rev.3/95)