



BROWN DEER POLICE DEPARTMENT

NEWS RELEASE

DATE AND TIME: Thursday, August 20, 2015

CASE NO: None

TYPE OF CASE: Brown Deer Police Department Participation in “Drive Sober or Get Pulled Over” Mobilization, August 21, 2015 to September 7, 2015.

PLACE OF OCCURANCE: Village of Brown Deer

DETAILS:

The Brown Deer Police Department will join other law enforcement agencies throughout Wisconsin participating in the annual “Drive Sober or Get Pulled Over” national campaign from Friday, August 21, 2015 to Monday, September 7, 2015.

According to the Wisconsin Department of Transportation, last year there were 162 fatalities in alcohol-related crashes. Deaths in alcohol-related crashes in 2014 were 23 fewer than 2013 and 56 fewer than the five-year average. Although progress is being made in preventing drunk driving, too many people are still being killed or injured because of the irresponsible decision to drive while impaired.

Drunk driving is entirely preventable. Rather than risk a drunk driving arrest or crash please consider following these common sense suggestions:

- Choose a sober designated driver before you start drinking.
- If you are feeling buzzed, you likely are over the 0.08 BAC limit and should not drive.
- Take mass transit, a taxicab or ask a sober friend to drive you home.
- The Zero In Wisconsin traffic safety program has a free “Drive Sober” mobile app that can be downloaded by visiting; www.zeroinwisconsin.gov
- Some taverns and restaurants have programs to provide patrons with a safe ride home.
- Report impaired drivers to law enforcement by calling 911.

If we can deter people from getting behind the wheel when they are not sober, we will make progress in achieving our ultimate goal of reducing the number of preventable traffic deaths to *Zero In Wisconsin*.

08-20-15 7:00 A.M.
Date and Time

Daniel Krohn
Reporting Officer

Lieutenant of Police
Assignment

BDPD.002
(rev.4/15)