



BROWN DEER POLICE DEPARTMENT

NEWS RELEASE

DATE AND TIME: Tuesday, August 15, 2017

CASE NO: None

TYPE OF CASE: Brown Deer Police Department Participation in “Drive Sober or Get Pulled Over” Mobilization, August 18, 2017 to September 4, 2017.

PLACE OF OCCURANCE: Village of Brown Deer

DETAILS:

The Brown Deer Police Department will join other law enforcement agencies throughout Wisconsin to combat drunken driving during the annual “Drive Sober or Get Pulled Over” initiative from Friday, August 18, 2017 to Monday, September 4, 2017.

According to the Wisconsin Department of Transportation, about one-third of all traffic deaths in the U.S. involve drunk drivers. Last year in Wisconsin, 143 people were killed and over 2,900 injured in alcohol-related crashes. There were over 24,700 convictions for drunken driving in Wisconsin last year.

Drunken 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; 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*.

08-15-17 7:30 P.M.
Date and Time

Daniel Krohn
Reporting Officer

Lieutenant of Police
Assignment

BDPD.002
(rev.4/15)