



City of River Falls News Release



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For More Information Contact:

Sergeant Matt Kennett

(715)425-0909

mkennett@rfcity.org

RIVER FALLS POLICE TO CRACK DOWN ON INTOXICATED MOTORISTS DURING THE 'DRIVE SOBER OR GET PULLED OVER' CAMPAIGN

The River Falls Police Department will join hundreds of other law enforcement agencies throughout Wisconsin in cracking down on intoxicated driving during the annual "Drive Sober or Get Pulled Over" campaign from August 15th – September 1st.

Efforts to combat drunken driving in Wisconsin through effective enforcement and education are showing positive results. In the past 10 years, fatalities from alcohol-related crashes dropped from 348 in 2003 to 185 in 2013, which is a 47 percent reduction. Injuries from alcohol-related crashes dropped from 6,445 in 2003 to 2,660 in 2013, which is a 59 percent reduction, according to the Wisconsin Department of Transportation.

To help prevent intoxicated driving, the Zero in Wisconsin traffic safety initiative has a free "Drive Sober" mobile app, which includes updated features to help you get home safely. The Drive Sober app can be downloaded by visiting zeroinwisconsin.gov.

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