



FOR IMMEDIATE RELEASE
City of Duluth Police Department

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DATE: 01/31/2014
NATURE OF INCIDENT: Super Bowl Sunday - Enhanced DWI Enforcement
CASE NO.:
INCIDENT DATE :02/02/2014
INCIDENT TIME:
INCIDENT LOCATION: Duluth, MN
SUBJECT: Super Bowl Sunday - Enhanced DWI Enforcement
BY: DPD Public Information Officer Jim Hansen (218) 390-2232

Football fans planning to drink on Super Bowl Sunday (Feb. 2) are reminded to plan ahead for a sober ride home or call a *last-second audible* before getting behind the wheel. The Duluth Police Department and law enforcement agencies around the state will be stepping up DWI enforcement patrols to *sack* drunk drivers as Minnesota tries to make it six years running without a drunk driving death on Super Bowl Sunday.

There have been six traffic deaths during the last five Super Bowl Sundays; however, none were alcohol-related. There were 995 motorists arrested for DWI on those days.

Keys to a Safe Super Bowl Sunday/Tips to Prevent Drunk Driving

- Plan for a sober ride – designate a sober driver, use a cab/public transportation or stay at the location of celebration.
- Offer to be a designated driver or be available to pick up a loved one anytime, anywhere.
- Buckle up – the best defense against a drunk driver.
- Report drunk driving – call 911 when witnessing impaired driving behavior. Be prepared to provide location, license plate number and observed dangerous behavior.

Drunk Driving in Minnesota

Each year, nearly 28,000 people are arrested for DWI and one in seven Minnesota drivers has a DWI on record.

DWI Consequences

A DWI offense can result in loss of license for up to a year, thousands in costs and possible jail time.

Repeat DWI offenders, as well as first-time offenders arrested at 0.16 and above alcohol-concentration level, must use ignition interlock in order to regain legal driving privileges or face at least one year without a driver's license. Offenders with three or more

offenses are required to use interlock for three to six years, or they will never regain driving privileges.

Thunderclap to Spread the Sober Driver Message

The MN Department of Public Safety is using the social media tool Thunderclap to broadcast a one-time don't-drink-and-drive message on supporters' Twitter, Facebook and/or Tumblr accounts. Click here for more information:

<https://www.thunderclap.it/projects/8330-don-t-get-sidelined-with-a-dwi>.

TZD

A primary vision of the TZD (Towards Zero Death) program is to create a safe driving culture in Minnesota in which motorists support a goal of zero road fatalities by practicing and promoting safe and smart driving behavior. TZD focuses on the application of four strategic areas to reduce crashes – education, enforcement, engineering and emergency trauma response.

