



Utah Law Enforcement Agencies Increasing DUI Patrols for Summer's Last and Football's First Weekend

Through a partnership with SLC bars, collateral items will highlight designated drivers as the weekend MVPs

WHAT: As college football players hit the field, law enforcement officers are hitting the streets to prevent, detect and stop DUI drivers. They're also partnering with bars in Salt Lake City to remind drivers make sure their game plan for this weekend includes a safe and sober ride home.

Law enforcement agencies throughout Utah are participating in the National Highway Traffic Safety Administration's 2017 Labor Day Drive Sober or Get Pulled Over high-visibility enforcement campaign from August 18 through September 4. Over 200 extra shifts are being worked by Utah law enforcement agencies during this period and the Utah Highway Patrol is hosting a DUI blitz on the night of Friday, September 1st.

WHEN: Thursday, August 31, 2017 at 11:00 a.m.

WHO:

- Chief Mike Brown, Salt Lake City Police Department
- Colonel Michael Rapich, Utah Highway Patrol
- Bridget Gordon, Owner of The Green Pig

WHERE: The Green Pig, 31 East 400 South, Salt Lake City, UT

VISUALS:

- Collateral items produced for display and use in the bars including
 - Shadow boxes, table tents, menu insert and parking spot for ride share users
- Officers from different police agencies participating in the Labor Day DUI enforcement campaign
- Participating bars: Fiddlers Elbow, Lumpys Downtown, Gracie's, A Bar Named Sue, Legends Sports Bar, Big Willie's, Bout Time Downtown & Green Pig

WHY: Over the past 5 years in Utah, there was an average of 28 alcohol-related crashes over the Labor Day weekend, and it is the 3rd highest holiday for the percentage of crashes involving alcohol-suspected drivers. Every instance of drunk driving is preventable, but members of our community are still seriously injured or killed on local roadways every year. Utahns can help prevent these tragic deaths and injuries by making sure their plans always include a safe and sober ride home.

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