



University of Central Arkansas Police Department
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NEWS RELEASE

FOR IMMEDIATE RELEASE

December 23, 2009

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**UCA Police Department Launches
*Drunk Driving Over the Limit Under Arrest Crackdown on
December 21, 2009 through January 3, 2010***

Major Enforcement Effort Seeks to Save Lives

Conway, AR— Drunk driving is one of America’s deadliest crimes. In 2008, 11,773 people died in highway crashes involving a driver or motorcycle rider with a blood alcohol concentration (BAC) of .08 or higher. The picture for women is particularly concerning. Twenty-one percent of the 5,473 female drivers killed in crashes in 2008 had BAC levels of .08 or higher.

That is why UCA Police Department announced today they will be joining with thousands of other law enforcement and highway safety agencies across the nation from December 21st to January 3rd, 2010, to take part in the *Drunk Driving Over the Limit Under Arrest* crackdown on impaired driving.

“Make no mistake. Our message is simple. No matter who you are or what you drive, if we catch you driving impaired, we will arrest you. No exceptions. No excuses,” said Lt. Rhonda Swindle. “We will be out in force conducting saturation patrols to get more drunk drivers off the road—and save lives that might otherwise be lost.”

“Driving with a BAC of .08 or higher is illegal in every state. Yet we continue to see far too many people suffer debilitating injuries and loss of their loved ones as a result of impaired driving. This careless disregard for human life must stop. To help ensure that happens, UCA Police Department is dedicated to arresting impaired drivers wherever and whenever we find them,” said Lt. Rhonda Swindle.

“Drunk driving is simply not worth the risk. Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for impaired driving can be significant,” said Lt. Rhonda Swindle. “Violators often face jail time, the loss of their driver’s license, higher insurance rates, attorney fees, time away from work, and dozens of other expenses. So don’t take the chance. Remember, if you are over the limit, you are under arrest.”

The national *Drunk Driving Over the Limit Under Arrest* impaired driving crackdown is a deterrence program organized by the U.S. Department of Transportation’s National Highway Traffic Safety

Administration (NHTSA) that focuses on combining high-visibility enforcement with heightened public awareness through advertising and publicity.

This December's effort is supported by \$7.5 million in paid national advertising to help put everyone on notice that if they are caught driving impaired, they will be arrested.

For more information, visit www.Stopimpaireddriving.org.

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