



## **BOOZE and BELTS MOBILIZATION**

**December 7, 2011**

**For Immediate Release**

Although deaths and injuries from traffic crashes devastate individuals, families and entire communities throughout the year, they seem to be even more tragic during the holiday season.

That's why the River Falls Police Department will mobilize along with other law enforcement agencies throughout the state for the "Booze and Belts" traffic safety campaign from Dec. 9 to 17. We are providing ample warning that we will be cracking down on drunken drivers and unbelted motorists during this mobilization. Although this may be the time of year for the "holiday spirit of forgiveness," we absolutely will not accept excuses or make exceptions for disregarding traffic safety laws.

Our goal is to save lives and prevent injuries—not to write more safety belt tickets or make more drunken driving arrests. We hope that people will voluntarily decide to buckle up and drive sober—if not to protect their own lives, then to save their loved ones from a tragic holiday season. Our ultimate goal is to one day attain zero preventable traffic deaths in Wisconsin. And there's no better time of year to work toward that goal than right now.

