



## ROCKFORD POLICE DEPARTMENT

PUBLIC SAFETY BUILDING  
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POLICE DEPARTMENT  
CHET EPPERSON  
CHIEF OF POLICE

# TRAFFIC RELEASE



**DATE & TIME**      06/23/14 12:36 PM

**Bureau:**              Field Services Bureau

**Authorized Supervisor:**    Sgt Mark Jacobi

**Phone:**                815-987-5835

**Incident:**              **Independence Day crackdown on drunk  
drivers and seat belt law violators**

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## MESSAGE

The Rockford Police Department today announced plans for July 4<sup>th</sup> traffic enforcement, focusing on both drunk and unbuckled drivers. The intensified enforcement effort will focus on late-night hours as statistics show a disproportionate number of traffic deaths occur late at night and involve a drunk driver and/or unbuckled motorist. The crackdown is part of the statewide, Independence Day *Drive Sober or Get Pulled Over* and *Click It or Ticket* effort

The Rockford Police Department will join the Illinois State Police and hundreds of police and sheriff's departments in a statewide enforcement effort that begins June 23 and runs through July 6<sup>th</sup>.

To avoid a potential crash or drunk driving arrest, the Rockford Police Department recommends designating a sober driver and not letting friends or family members drive drunk. Other important tips include:

- Plan ahead. Designate a sober driver before going out and give that person your keys;
- If you are drunk, call a taxi, use mass transit or call a sober friend or family member to get you home safely;
- Promptly report drunk drivers you see on the roadways to law enforcement by pulling over and dialing 911;
- Make sure everyone in your vehicle wears their seat belt. It is your best defense against a drunk driver.
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The law enforcement crackdown is funded by federal traffic safety funds through IDOT's Division of Traffic Safety. The crackdown runs concurrently with a media campaign that reminds motorists, "Drive Sober or Get Pulled Over" and "Click It or Ticket."

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