



**City of Bloomington
Police Department**

NEWS RELEASE

FOR IMMEDIATE RELEASE

January 30, 2014

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High Visibility Enforcement Planned In Monroe County

Bloomington, IN - Just as fans are setting up their Super Bowl parties, the Monroe County Traffic Safety Partnership (comprised of officers from the Monroe County Sheriff Department, Bloomington Police Department, and Ellettsville Police Department) is planning to launch a major activity of their own.

Beginning Friday, January 31, the Monroe County Traffic Safety Partnership will deploy a high-visibility crackdown on impaired and dangerous driving known as "*Fans Don't Let Fans Drive Drunk.*" This 3 -day effort will continue through the early hours of Monday February 3, 2014 encompassing the highly celebrated Super Bowl.

"This enforcement effort is about showing a strong and visible police presence aimed at deterring dangerous behaviors and getting drunk drivers off the street," said Sgt. Dana Cole of the Bloomington Police Department. Officers want Monroe County motorists to be fully aware of our increased enforcement so that it will encourage people to designate a sober driver or to make alternate arrangements to get home safely."

For many football fans, the Super Bowl is a celebration for their favorite team making it to the championship. However, due to the increased rate of alcohol consumption this event inspires, the weekend of the Super Bowl can also be a very dangerous time on Indiana roadways.

Whether you are meeting with friends at the local bar after work, attending/watching a sporting event or participating in any number of Super Bowl festivities, if you plan on drinking alcohol - don't drive. Designate a sober driver instead," said Sgt. Cole.

In support of this year's crackdown, officers will employ high-visibility efforts that consist of saturation patrols and other methods designed to detect impaired drivers.

The Monroe County Traffic Safety Partnership recommends the following easy steps to have a safe enjoyable Super Bowl celebration:

- Plan a safe way home before the festivities begin.
- Before drinking, designate a sober driver and leave your car keys at home.
- If you're impaired, use a taxi, call a sober friend or family member, or use public transportation to get home safely.
- If you see a drunk driver on the road, contact local police.
- And remember, if you know someone who is about to drive a car while impaired, take the keys and help that person make other arrangements to get to where he or she is going safely.

Remember – “Fans Don't Let Fans Drive Drunk”

Operation Pull Over is a federally funded enforcement initiative administered by the Traffic Safety division of the Indiana Criminal Justice Institute (ICJI) which pays for all officers working overtime to help keep our roadways safe.