

Brian Sandoval
Governor



Chris Perry
Director

Troy L. Abney
Chief
Nevada Highway Patrol

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Trooper Jeremie Elliott
Nevada Highway Patrol – Southern Command
Public Information Officer
Cell 702-533-6981
Office 702- 432-5089
jelliott@dps.state.nv.us

Media Advisory

Nevada Highway Patrol Kicks Off the New Year With Zero Tolerance Zone For the Primm District

Las Vegas - The Nevada Highway Patrol is starting the new year by targeting the highly traveled Interstate 15 corridor from Las Vegas to Primm, NV with a new Zero Tolerance Zone Campaign. Starting January 1, 2013, the Nevada Highway Patrol will crack down on all traffic violations to reduce fatalities and injuries due to collisions from the California state line to Las Vegas.

Also known as the Primm District, an average of 43,864 vehicles pass through the area every day. In the past five years, Troopers have responded to a total of 877 crashes in the Primm District. Twenty-three of those crashes resulted in a fatality and 45 of them involved alcohol.

"The goal is to educate commuters on the most dangerous and accident causing violations on this highly traveled stretch of highway", Says Trooper Jeremie Elliott. "Common infractions including driving under the influence, cell phone use, speeding, or simply not wearing a seatbelt often lead to disastrous and deadly mistakes".

The campaign will also utilize the DMS electronic freeway signs which will flash the message "Entering NHP Zero Tolerance Zone" to remind drivers to be safe.

To schedule live interviews, on set interviews or reporter ride alongs, please contact Trooper Jeremie Elliott or Trooper Loy Hixson by email or by phone 702-533-6981 or 702-533-6808.

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