



Nevada Highway Patrol

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Media Release

Joining Forces Impaired Driving Campaign Press Conference Set for Tomorrow

As 2014 came to a close, we saw an increase in motor vehicle fatalities statewide. In Washoe County, the number of alcohol related deaths increased. For that reason, we cannot stress enough the importance of continued aggressive enforcement in combating impaired driving to reach our goal of Zero Fatalities.

The Nevada Office of Traffic Safety along with several police agencies would like to invite you to our press conference as we kick off the Joining Forces Impaired Driving campaign. The press conference will be held Friday, January 16, 2015 at 10am at the Grand Sierra Resort parking lot in Reno.

Representatives from participating police agencies will be available for individual interviews.

Joining Forces is a program designed to improve driver behavior by combining enforcement events with successful national and local media campaigns. The multi-agency, highly visible enforcement is supported by the local news coverage and paid advertisements.

You can contact Trooper Dave Gibson with NHP at 775-434-9128 for further information.

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