

**DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL**

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## **California Alcoholic Beverage Control Agents will be out on Cinco de Mayo**

*Agents will work with Local Law Enforcement to keep Communities Safe on Cinco de Mayo*

**SACRAMENTO** – The California Alcoholic Beverage Control (ABC) today announced it will have agents out ensuring public safety through enforcement of alcoholic beverage laws at Cinco de Mayo celebrations in communities throughout California this weekend. ABC Agents will visit both ABC licensed businesses and large venues to prevent disorderly activity and reduce alcohol service to obviously intoxicated patrons and persons under 21 years-old.

ABC reminds anyone of legal drinking age to designate a non-drinking driver before any celebrations where alcohol is involved. Cinco de Mayo has become a deadly holiday due to drunk and drugged driving. Throughout California in 2014, alcohol involved collisions led to 1,155 deaths and nearly 24,000 injuries, because someone failed to designate a sober driver. Along with enforcement efforts, ABC relies on all licensees to follow the law.

“ABC licensed establishments play a significant role in the effort to improve overall safety in communities. They can do their part by checking ID’s, not serving obviously intoxicated patrons, and reminding everyone of alternative transportation options to get home safely,” says ABC Acting Director Ramona Prieto.

In addition to ABC’s education, prevention, and enforcement efforts, other law enforcement agencies throughout California will be looking for signs of alcohol and/or drug impairment. Specially trained allied law enforcement officers will be out to evaluate those suspected of drug-impaired driving, which now accounts for a growing number of impaired driving collisions.

In recent years, California has seen a disturbing increase in drug-impaired driving collisions. The California ABC supports the new effort from the Office of Traffic Safety (OTS) that aims to educate all drivers that “Driving Under the Influence (DUI) Doesn’t Just Mean Booze.” If you take prescription drugs, particularly those with a driving or operating machinery warning on the label, you might be impaired enough to get a DUI. Marijuana can also be impairing, especially in combination with alcohol or other drugs, and can result in a DUI.

The California Office of Traffic Safety DDVIP (Designated Driver VIP) mobile app is available for free download on iOS and Android devices. The DDVIP app offers to “Map a Spot” with their current location to find DDVIP partnering establishments in their area or a “List of Spots” to search all participating bars and restaurants throughout California. Users will be offered free incentives at each bar to celebrate their life saving role. They can stay up-to-date with the latest from DDVIP and see what other users are saying via its social tab. Also through the app, for those who want to make it a point to plan ahead, users can easily order a sober ride. Cinco de Mayo enforcement operations are funded by the California Office of Traffic Safety (OTS) through the National Highway Traffic Safety Administration (NHTSA).

ABC protects communities through education and by administering prevention and enforcement programs designed to increase compliance with California’s alcoholic beverage laws. ABC licensees and their employees

are encouraged to take ABC's free three and a half hour LEAD training classes to help achieve higher compliance with alcoholic beverage laws. LEAD stands for Licensee Education on Alcohol and Drugs.

ABC's mission is to provide the highest level of service and public safety to the people of the State, through licensing, education and enforcement. To learn more about ABC programs that help protect communities, prevent alcohol-related harm and save lives visit [https://www.abc.ca.gov/programs/programs\\_PE.html](https://www.abc.ca.gov/programs/programs_PE.html). ABC is a Department of the Business, Consumer Services and Housing Agency.

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