



McAllen Police Department

MEDIA RELEASE

For Immediate Release
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Impaired Driving Mobilization Holiday Campaign

The McAllen Police Department, in partnership with the Texas Department of Transportation and other Hidalgo County law enforcement agencies, will be participating in the Impaired Driving Mobilization (IDM) holiday campaign, which will run from Friday, December 13, 2024 through Wednesday, January 1, 2025 with a goal to promote safe driving with its educational and enforcement efforts.

The McAllen Police Department will increase its enforcement efforts during the holiday period and will be looking for impaired drivers on the roadways as well as other traffic law violations.

As holiday festivities begin, the McAllen Police Department, reminds motorists to plan while you can. We encourage everyone to plan for a sober ride such as designating a sober driver, using a ride share service, calling a taxi, or simply staying where you are.

McAllen Police Department would rather see you get home safely, so plan while you can and always remember to wear your seatbelt, drive the speed limit, never text and drive, and never drive under the influence of alcohol or drugs.

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