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# McAllen Police Department

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## MEDIA ADVISORY

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For Immediate Release

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Contact Person: Olivia Lopez, Officer

Contact Number: 956-681-2091

### **Impaired Driver Enforcement Labor Day**

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) Labor Day campaign, which will run from **Friday, August 19, 2022** until **Monday, September 05, 2022** with a goal to promote safe driving with its educational and enforcement efforts.

The McAllen Police Department will increase its enforcement efforts during the Labor Day weekend and will be looking for intoxicated drivers on the roadways as well as other traffic law violations.

As the Labor Day weekend begins, the McAllen Police Department, reminds motorists to plan while you can and #DriveSoberNoRegrets. We encourage motorists to plan ahead for a sober ride such as designating a sober driver, calling a taxi, a sober friend or family member, or using a ride share service.

The #DriveSoberNoRegrets campaign is a key component of the #EndTheStreakTX, a broader social media and word-of-mouth effort that encourages drivers to make safer choices while behind the wheel, like wearing a seat belt, driving the speed limit, never texting and driving and never driving under the influence of alcohol or other drugs.

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