

For Immediate Release
December 15, 2011
Contact: Sgt. Christie Wood
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To: Media

Chief Wayne M. Longo

Coeur d'Alene Police Department
We serve with pride, dedication, and excellence

One Team Borderless Enforcement

The 2011 holiday season is soon upon us and we ask for your partnership in this upcoming impaired driving emphasis starting December 17th, through January 3rd, 2012. Police know that Impaired Drivers are not stopped by the borders of cities, counties, or states. The impaired driver in Coeur d'Alene quickly becomes the impaired driver in Post Falls or Rathdrum or Liberty Lake. We want to send the message that law enforcement everywhere will be working to prevent traffic crashes and impaired driving through publicity, and high visibility enforcement this holiday season. Between ten to fifteen agencies from Kootenai County and Spokane will be participating in this effort.

On December 16th, 2011 at 1400 hours, the Coeur d'Alene Police Department will be hosting the **One Team Concept** media event at Independence Point in downtown Coeur d'Alene. Local and regional media are invited to take photographs and do interviews with participating officers. This is an opportunity to promote law enforcement partnerships regionally, and across state borders. We also want to utilize our relationships with media outlets to promote safe, sober driving this holiday season in our goal **TOWARDS ZERO DEATHS**.

In the past, the One Team Concept media event has been very successful for Region 2 (Idaho) and Eastern Washington agencies. The One Team Concept is a strategy to partner with other regional agencies across jurisdictional and state lines in a unified effort to crack down on impaired drivers. We want to begin the holiday season with a clear, concise public message that shows unity in our efforts to reduce the number of impaired drivers on our roads. Police want drivers to know that whatever jurisdiction they are in, impaired driving laws will be aggressively enforced.

Thank you,

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