

**Mark C. Curran Jr. Sheriff**

# MEDIA RELEASE

Lake County Sheriff's Office • 25 South Martin Luther King, Jr., Avenue • Waukegan, Illinois 60085

## For Immediate Release

**Date:** May 31, 2018  
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### Sheriff Curran, Lake County Chiefs of Police Launch Countywide '#DroplItAndDrive' Campaign

The Lake County Sheriff's Office is teaming up with the Lake County Chiefs of Police Association and local police departments in a countywide '#DroplItAndDrive' traffic safety campaign during the '100 deadliest days' of teen driving. The Lake County Division of Transportation along with AAA are also partnering with law enforcement during the campaign which runs from May 31 to September 7, 2018.

Countywide law enforcement is keeping a watchful eye for distracted drivers, so we encourage you to remind your family and friends to drop it and drive, buckle up, and follow the speed limit. The Lake County Department of Transportation is installing '#DroplItAndDrive' signs throughout Lake County and using message boards for traffic safety reminders as well.

According to the AAA Foundation for Traffic Safety, "...more than 1,050 people were killed in crashes involving a teen driver in 2016 during the 100 Deadliest Days, the period between Memorial Day and Labor Day. That is an average of 10 people per day – a 14% increase compared to the rest of the year." According to AAA, the three main contributing factors in teen fatal crashes are distraction (distraction from passengers and/or electronic devices), failure to wear a seatbelt, and speeding.

Chief Kevin Woodside, President of the Lake County Chiefs of Police Association stated, "Over 400,000 people are injured every year in crashes as a result of distracted driving. Texting and driving by young, inexperienced drivers is an even higher risk. As we enter the '100 deadliest days', remember that behind the wheel is never the place for electronics."

Sheriff Mark Curran added, "Summer is here, which means kids are out of school, college students are back home, and traffic on the roadways is increasing. Our message is 'Arrive Alive.' Don't text and drive, don't use excessive speed and always buckle up. We want everyone to be able to get to their destinations safely. Talk to your kids and remind them of the risks of distracted driving, speeding and not using a seat belt."

End of Release