**EUGENE POLICE NEWS RELEASE**

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**New Crash Reduction PSAs Released**

Interesting fact: Collision investigators often use the term ‘crash’ instead of ‘accident’ because they rarely are ‘accidents’ without any apparent cause. Eugene Police is releasing public service announcements about how to reduce crashes by eliminating common mistakes. The PSAs are animated with illustrations and examples of:

- Following too closely
- Driving while distracted
- Running yellow lights
- Driving while intoxicated

Here are the numbers of citations written by EPD for these offenses during the last four years.

**Note:** Targeted enforcements for these offenses may vary from year to year, and may impact how many citations are written.

<table>
<thead>
<tr>
<th>STATUTE</th>
<th>2013</th>
<th>2012</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>DUII (813.010)</td>
<td>701</td>
<td>743</td>
<td>641</td>
<td>588</td>
</tr>
<tr>
<td>DUII FELONY (813.010</td>
<td>FEL)</td>
<td>4</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>FOLLOW TO CLOSE (811.485)</td>
<td>121</td>
<td>90</td>
<td>75</td>
<td>73</td>
</tr>
<tr>
<td>FAIL OBEY TRAF DEV (811.265)</td>
<td>1387</td>
<td>987</td>
<td>1129</td>
<td>1142</td>
</tr>
<tr>
<td>Drive Use Cellphone (811.507)</td>
<td>954</td>
<td>813</td>
<td>522</td>
<td>447</td>
</tr>
</tbody>
</table>
PUBLIC SERVICE ANNOUNCEMENTS (You Tube, Prezi, and Vimeo Versions)

YouTube Versions
- Following too closely
- Driving while distracted
- Running yellow lights
- Driving while intoxicated

Prezi
- Prezi – Traffic Safety PSAs/Safety Information

Vimeo Versions
- Following too closely
- Driving while distracted
• Running yellow lights
• Driving while intoxicated

Please feel free to use these animated public service announcements, produced by AO Creative.

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