

Press Release

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ONALASKA POLICE DEPARTMENT MOBILIZING FOR THE SUMMER HEAT SPEED ENFORCEMENT CAMPAIGN

The Onalaska Police Department has mobilized for the "Summer Heat Campaign". This campaign is aimed at reducing the number of preventable traffic deaths in Wisconsin to zero.

"Although traffic fatalities decreased statewide in 2011 they actually more than doubled in La Crosse County," said Sergeant Tim Berg of the Onalaska Police Department, "this is unacceptable. The goal of this program is not to issue more speeding tickets, it is to prevent fatalities."

The Wisconsin 5 year average for speed related fatalities is 200 and there were over 108,000 speeding convictions during 2011.

"When you get behind the wheel and choose to speed," said Sergeant Berg, "you risk your own life and the lives of those you share the road with."

The Summer Heat Campaign kicked off on July 2nd and will run through July 18th.