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STATE SENATOR

FOR IMMEDIATE RELEASE
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Press Alert: Senator Larson and Smart Start Inc. to Provide IID at Bay View Bash

Milwaukee – In continued efforts to address drunk driving in Wisconsin, State Senator Chris Larson announced an opportunity for individuals to try an Interlock Ignition Device while neighbors attend the Bay View Bash this weekend.

Interlock Ignition Devices, or IIDs, are about the size of a cell phone and are wired to your vehicle's ignition. After installation, the IID requires your breath sample before the engine will start. If the IID detects alcohol on your breath, the engine will not start.

One portable IID device, provided by Smart Start Inc., will be available at Bay View Bash. Senator Larson invites all to stop by his table and have a discussion with him about our state.

When: Saturday, September 21st

Time: Tabling 11am to 5pm
IID Demonstrations 1pm to 3pm

Where: Bay View Bash (between Potter and Clement on Kinnickinnic Avenue in Bay View, Milwaukee)

Like most Wisconsinites, Senator Larson's life has been permanently affected by a drunk driver: on Christmas Eve 1998, he found out his good friend and classmate at Thomas More High School, Jennie, had been killed by a drunk driver. It was a horrible - and preventable - tragedy.

Wisconsin is the only state in the country that treats OWI first offense as a civil forfeiture and not as a crime. Senator Chris Larson has sponsored Senate Bills 58 and 198 this session that would decrease repeat drunk driving through requiring the use of ignition interlock devices for first time OWI offenses. According to the Centers for Disease Control, the use of IIDs reduces OWI recidivism by 67% and over a 12 year period has prevented 302,181 drunk driving attempts in Wisconsin.

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