

THE LOVR[®] NEWSLETTER

Fighting to End DUI Tragedies

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The LOVR Benefit

A new date for the First Annual Benefit Concert will be released as soon as LA County restrictions on live events are reviewed and permission is given for gatherings and events to begin again. We still intend to hold the event at Live Nation's Hollywood Palladium who are monitoring the situation with us.

Fundraising

In 2020, we have been sincerely fortunate for the continued generosity of family, supporters and corporate donors including most recently this past December during our first Giving Tuesday campaign on social media.

Education Program "Club Noah"

Our education pillar with specificity on preventative care in new drivers at high school level continues its second year in operation in one SoCal school. Run by students for students, expansion is planned for further schools this year.



522 days, 74 weeks, 17 months

Time passes with irony and sadness. Every second hammers us relentlessly, painfully. We are now anvils to life; beaten by purpose, scarred with reality, pummeled at every angle by a system so obtuse and tolerant of such heinous breaking of law. And yet, we must carry on, amidst this pandemic and turbulent cycle of life. We stay strong with the support of loved ones, and the drive to prevent others from similar tragedies. All the while as the criminal case is still pending. We have had eight court appearances this year, and each time the defense has avoided/delayed the preliminary hearing, including the last, postponed when the key witness unfortunately contracted Covid-19. And now we have to contend with a new District Attorney in LA, George Gascón whose rhetoric for sentencing leniency is gravely concerning to victims everywhere.

Initiatives

PUBLIC SAFETY and the utilization of technology with data science is one of our key pillars. With the support of the California Office of Traffic Safety (OTS) and the partnership of UC Berkeley, pending grant funding awards will be put toward high visibility street level Billboards detailing real-time DUI statistics. Further grant funding and data support will be assigned to development of the CRASH APP, an API safety enhancement program for navigation apps.

MEDIA CAMPAIGNS 2021

"SIX WORDS IN SIX SECONDS" - a year round social media campaign based upon the EQ theory of emotional intelligence to promote optimal decisions for habit change.

"THIRTEEN DEADLY DAYS" - There are thirteen key Federal and celebration days scheduled for 2021. For each one we will highlight the impact of DUI on victims and mechanisms for coping. This brutally honest digital series will be released across all platforms.

"HEARTLESS" - a podcast series devoted to the controversies of DUI prosecution and defense.



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According to the LA times two days ago, Deputy DAs are suing their boss for policies that have "placed line prosecutors in an ethical dilemma – follow the law, their oath, and their ethical obligations, or follow their superior's orders."

2020 RECAP

Unquestionably 2020 has been one of the worst years for DUI tragedies. Arrests, deaths and injuries have increased significantly. In fact not only has the pandemic contributed to a huge rise in alcohol related issues but with the legalization of marijuana across many States, the Nation is in deep trouble. Whilst alcohol levels can be measured, neither the government nor individual States have any regulatory apparatus for monitoring the consumption levels and destructive effects of the psychoactive drug. This is especially concerning given that there is a difference between smoking it and eating it. When you smoke you get THC but when you eat it, it gets processed by your liver and produces something called 11 hydroxy metabolite which is about 5 times more psychoactive than THC! Currently, there is only one device on the market - developed by one of our partners, the Hound Foundation and their Hound Labs healthcare company - that can detect the presence of THC in the breath.



Key Awareness Dates

JANUARY 18 - MLK Jr Day
 FEBRUARY 15 - President's Day
 MAY 9 - Mother's Day
 MAY 31 - Memorial Day
 JUNE 20 - Father's Day
 JULY 4 - Independence Day
 SEPTEMBER 6 - Labor Day
 OCTOBER 11 - Columbus Day
 NOVEMBER 11 - Veterans Day
 NOVEMBER 25 - Thanksgiving
 DECEMBER 25 - Xmas Day
 DECEMBER 31 - New Year's Eve

Next Board Meeting

2pm PST Monday MARCH 1st

Foundation Partnerships

[MADD - Mothers Against Drunk Driving](#)

[RADD - Recording Artists Against Drunk Driving](#)

[OTS - California Office of Traffic Safety](#)

[UC Berkeley - Safe Transportation Research and Education Center](#)

[Hound Labs & The Hound Foundation](#)

Contact the Foundation

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The CHP 555 Form

The State of California requires all Law Enforcement agencies to fill out a CHP Traffic Collision [555 Report form](#) for every incident. The collected data is then sent to the Statewide Integrated Traffic Records System ([SWITRS](#)) allowing for statistical reports to be researched. After each key Public Holiday the CHP is quick to release initial arrest and fatality data. Here are the stats from this past year and the 2019 comparison for each CHP maximum enforcement period:

Holiday	2020 Arrests	2020 Deaths	2019 Arrests	2019 Deaths
Memorial Day	854	31	1099	34
Independence Day	738	36	1317	36
Labor Day	551	18	717	11
Thanksgiving	868	50	867	42
Christmas	573	39	271	12
New Year's Eve	245	14	491	3

One positive and yet ironic note is that the [CHP](#) has just announced \$27million in grant funding for [DUI prevention](#) made available from Proposition 64 which legalized the recreational sale and use of cannabis products and created the need for provision that resources be allocated to prevent marijuana users from driving after using the drug!

Foundation Outreach Summary 2020

In our first year we have strategically and passionately sought to make an impression into how we can make a difference to the California epidemic of DUI tragedies. Our primary goal is to influence habit change on a grass roots level and we have endeavored to participate in effective marketing and community activity throughout an unequivocally troubled year, socially and politically.

When the First Annual Benefit was prevented as a result of the pandemic, the disappointment was immense. The high visibility event was to have brought increased awareness, unifying law enforcement and harnessing the social media potential of the celebrities and musicians who had signed on to lend their time and support. Fortunately, each and everyone, including our generous sponsors, has committed - schedules permitting - to being a part once a new date is set.

And so, we had to pivot quickly. We began a number of social media initiatives, advertising across Instagram, Facebook and Twitter with significant statistics on the state of California’s growing DUI problem. We released two series of face masks for conspicuous anti-DUI messaging. We produced a PSA for Memorial Day highlighting the dangers of turning 21 and getting drunk, the ‘LONERS’ music video in conjunction with Coldplay with all proceeds going to DUI prevention. We participated in a podcast to discuss responsible alcohol consumption. We have regularly promoted other NGO partner initiatives including that of MADD who tirelessly spearhead National efforts in the space of DUI prevention and victim support, and Liam’sLife.org which introduced Liam’s Law AB 1713 in the California Senate to lower the acceptable .BAC level to .05 though sadly this was not passed. We have also spent time nurturing and researching partners for our key initiatives in 2021, and thus heading into this new year, our attention is firmly toward data science and education, and the implementation of three significant programs:-



DIGITAL BILLBOARDS
REAL-TIME DUI STATS FOR INSTANT ENGAGEMENT AND HABIT CHANGE.



NAVIGATION ALERT
AN API LAYER ENHANCEMENT FOR NAVIGATION SYSTEMS PROVIDING WARNING ALERTS FOR HIGH IMPACT DRIVING AREAS AND CORRIDORS.



(PHAT)
PREVENTATIVE HABIT APPROACH TECHNIQUE - A CURRICULUM USING TECHNOLOGY AND IMPULSE HABITS FOR HIGH SCHOOL STUDENT DRIVERS.

Philanthropy

Your continued generosity and support is invaluable. Unquestionably, there is so much more to be done but it HAS to be done NOW to stop further tragedies that are 100% preventable. Talk about the dangers of DUI to everyone you possibly can. Some will inevitably be uncomfortable conversations but your advocacy WILL save a life by spreading awareness. Implore others to participate in our events and donate. Two out of three people will be directly impacted by a DUI tragedy. Take heed now, not later, when it may be too late. We are the proof that it is too late. We are in this epidemic because not enough has ever been done. **In the case of DUI, FORESIGHT IS CLEARER THAN HINDSIGHT.**

