



## TOWN OF EAST TROY POLICE DEPARTMENT

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### MEDIA ADVISORY / PRESS RELEASE

The Town of East Troy Police Department will be conducting a self-initiated High Visibility Speed Enforcement initiative on East Shore Road and in the Miramar Subdivision.

Officers will pay particular attention to speed violations and stop sign violations.

The goal of traffic enforcement is to change the public's negative driving behaviors. "High Visibility Enforcement educates the public on the agency's traffic enforcement plans with the goal of voluntary compliance from the public. The more often the public learns of enforcement activities, the more likely the positive driving behaviors become a habit. Our officers will be out in force to stop speeders before they kill or injure themselves or an innocent victim. Our officers would much rather issue a ticket for speeding than deliver tragic news to families that a loved one was injured or killed in a speed related crash." says Town of East Troy Police Chief Don Jensen.

**The best way to avoid a speeding ticket is to obey the speed limit. All in favor of not receiving a speeding ticket .... Raise your right foot!**

For more information, you may contact Chief Jensen at the Town of East Troy Police Department at 262-642-3700.

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