



PRESS RELEASE

FOR IMMEDIATE RELEASE

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Foothill High School Participates in Every 15 Minutes Anti-DUI Program on April 10 and 11

Pleasanton, CA--- On Thursday, April 10, 2014 and Friday, April 11, 2014, the Pleasanton Unified School District and the Pleasanton Police Department will present the “Every 15 Minutes” program at Foothill High School. This is the eleventh year the Pleasanton Police Department and the Pleasanton Unified School District has presented the program.

“Every 15 Minutes” is a high impact anti-DUI program, which derives its name from the frequency at which a person is killed in an alcohol or drug related collision in the United States. The program is designed to teach young adults about the dangers and consequences of driving under the influence of alcohol or drugs. The program will be directed at high school juniors and seniors.

The program includes a mock fatal traffic collision which simulates a DUI crash in which some young adults are killed. The collision will be simulated at 10:30 a.m. on Thursday, April 10, 2014 on Foothill Road and in front of Foothill High School. Paramedics, firefighters, and police officers handle the mock crash just as they would the real thing. Juniors and seniors observe the emergency crews in action and witness the arrest of the intoxicated driver.

A follow-up assembly will be held at Foothill High School in the gymnasium on Friday, April 11, 2014. No street closures are involved with the assembly. Media coverage is welcome.

Street Closure

In order to facilitate the collision portion of the program, the Police Department will close part of Foothill Road from 8:30 AM until approximately 2:00 PM on Thursday, April 10, 2014. The roadway will be closed between W. Las Positas Boulevard and Muirwood Road (south). Traffic will be detoured around the collision scene. Residents of the area will be allowed access to and from their homes.

Numerous emergency vehicles will be involved and residents living in the area will hear a lot of sirens for a short period of time. REACH will land its helicopter to transport an “injured” party to the hospital. Other entities involved will be: City of Pleasanton Streets Department, Livermore-Pleasanton Fire Department, Paramedics Plus, Graham-Hitch Mortuary, and Eden Hospital.

