



PRESS RELEASE

FOR IMMEDIATE RELEASE

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Foothill and Village High Schools Participate in the Every 15 Minutes Anti-DUI Program on April 14 and 15

Pleasanton, CA--- On Thursday, April 14, 2016 and Friday, April 15, 2016 the Pleasanton Unified School District and the Pleasanton Police Department will be presenting the “Every 15 Minutes” program at Foothill High School. “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 of Foothill and Village High Schools.

Part of the program involves a mock fatal traffic collision. The collision simulates a DUI crash involving young adults in which several are killed. The collision will be simulated at 11:00 AM on Thursday, April 14, 2016 on Foothill Rd, directly in front of Foothill High School. Paramedics, firefighters, police officers and other emergency personnel 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.

This is the 15th year the Pleasanton Police Department and the Pleasanton Unified School District have presented the program.

Street Closure

In order to facilitate the collision portion of the program the Police Department will close part of Foothill Rd from 08:30 AM until approximately 2:00 PM on Thursday, April 14, 2016. The roadway will be closed between Muirwood Drive South and Oak Creek Drive. 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 people in the area will hear a lot of sirens for a short period of time. CALSTAR will be landing their 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, Save-Tow, and Eden Medical Center.

A follow-up assembly will be held at Foothill High School in the gymnasium on Friday, April 15, 2016. No street closures are involved with the assembly. Media coverage is welcome.

