



FOR IMMEDIATE RELEASE

February 21, 2019

Company Name: Pleasanton Police Department
Address: 4833 Bernal Avenue
Pleasanton CA 94566
Contact: Officer Nick Schwarz
nschwarz@cityofpleasantonca.gov
Prepared By: Officer Josh Christensen
Phone: (925) 931-5100
Fax: (925) 931-5480

Anti-DUI Program Every 15 Minutes Returns

Amador Valley High School students to participate on February 28 and March 1

On Thursday, February 28, 2019 and Friday, March 1, 2019, the Pleasanton Unified School District and the Pleasanton Police Department will be presenting the “Every 15 Minutes” program at Amador Valley 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 teenagers 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 Amador Valley High School.

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 simulation will be at 11:15 a.m. on Thursday, February 28, 2019 on Del Valle Pkwy, alongside of Amador Valley High School parking structure. 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, played by a student actor.

This is the 18th year the Pleasanton Police Department and the Pleasanton Unified School District have presented the program. This program is funded by the Office of Traffic Safety (OTS) and the assistance of the California Highway Patrol (CHP).





Street Closure Information

In order to facilitate the collision portion of the program the police department will close part of Del Valle Pkwy from 8:50 a.m. until approximately 2:00 p.m. on Thursday, February 28, 2019. The roadway will be closed between Harvest Road and Main Street. 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 many loud sirens for a short period of time during the crash portion of the event. CHP will be landing their helicopter to transport an “injured” party to the hospital. Other entities involved will be the 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 Amador Valley High School in the gymnasium on Friday, March 1, 2019 at 11:15 a.m. No street closures are involved with the assembly. Media coverage is welcome.

###