



FOR IMMEDIATE RELEASE

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Company Name: Pleasanton Police Department
Address: 4833 Bernal Avenue
Pleasanton CA 94566
Contact: Traffic Unit
Phone: 925-931-5258

PUSD and PPD Present Modified “Every 15 Minutes” Program *Anti-DUI Program Starts March 24 at Amador Valley High School*

PLEASANTON, Calif. – From March 24 to March 31, 2021, the Pleasanton Unified School District and the Pleasanton Police Department will present a modified version of the “Every 15 Minutes” program at Amador Valley High School. Due to the pandemic, this is the first time the program will not be shown in front of a live audience.

“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 fatal DUI collision. The collision will be simulated at 10:30 a.m. on Wednesday, March 24, 2021 in the front parking lot of Amador Valley High School. First responders treat the mock collision as a real-life incident. For the safety of the students during the pandemic, the event will not be in front of a live audience. The event will be filmed and later broadcast via Zoom.

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

Street Closure

To facilitate filming, the Pleasanton Police Department will close a portion of southbound Santa Rita Rd. in front of Amador Valley High School. The closure will take place from 9:00 a.m. until approximately 1:00 p.m. on Wednesday, March 24. Numerous emergency vehicles will be involved and residents living in the area will hear a lot of sirens for a short period of time. Other entities involved with the collision: Livermore-Pleasanton Fire Department, FALCK Ambulance Services, Graham-Hitch Mortuary, First St. Towing, and the California Highway Patrol.

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