



## FOR IMMEDIATE RELEASE

March 22, 2022

**Company Name:** Pleasanton Police Department  
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### **Local High Schools Participate in Every 15 Minutes** *Anti-DUI Program on March 24 and 25*

PLEASANTON, Calif. – From March 24<sup>th</sup> to March 25<sup>th</sup>, 2022, the Pleasanton Unified School District and the Pleasanton Police Department will present the “Every 15 Minutes” program at Foothill High School. This is the nineteenth 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 students from Foothill High School involved a mock traffic collision, which simulates a fatal DUI collision. The collision will be simulated at 10:30 a.m. on Thursday, March 24<sup>th</sup>, 2022, on Foothill Road and in front of Foothill High School. First responders treat the mock collision as a real-life incident. Students 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, March 25<sup>th</sup>, 2022. No street closures are involved with the assembly. Media coverage is welcome.

**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 the collision portion of the program, the Pleasanton Police Department will close part of Foothill Road from 8:30 a.m. until approximately 3:00 p.m. on Thursday, March 24<sup>th</sup>, 2022. The roadway will be closed between W. Las Positas Boulevard and Muirwood Drive (south). Traffic will be detoured around the



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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. Other entities involved with the collision: City of Pleasanton Streets Department, Livermore-Pleasanton Fire Department, FALCK Ambulance Services, Graham-Hitch Mortuary, First Street Towing, California Highway Patrol, and Eden Trauma Medical Center.

Additionally, the northbound bike lane on Foothill Road, in front of the school, will be partially closed from 9:00 a.m. on Wednesday, March 23<sup>rd</sup> until the afternoon of Thursday, March 24<sup>th</sup> due to bleacher set up.

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