



FOR IMMEDIATE RELEASE

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Anti-DUI Program Reaches 20-Year Milestone in Pleasanton *“Every 15 Minutes” Takes Place on March 2nd and 3rd*

PLEASANTON, Calif. – The Pleasanton Unified School District and the Pleasanton Police Department will present the “Every 15 Minutes” program at Amador Valley High School from March 2nd to March 3rd, 2023. This is the twentieth 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 Amador Valley High School involved a mock traffic collision, which simulates a fatal DUI collision. The collision will be simulated at 11:00 a.m. on Thursday, March 2nd, 2023, on Del Valle Parkway and Harvest Circle to the rear of Amador Valley 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 Amador Valley School in the gymnasium on Friday, March 3rd, 2023. 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 Del Valle Parkway from 8:30 a.m. until approximately 2:00 p.m. on Thursday, March 2nd, 2023. The roadway will be closed between Main St. and Harvest Circle in both directions. Residents of the area will be allowed access



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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.

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