



## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

March 31, 2015

Pleasanton Police Department  
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### **Amador Valley and Valley Christian High Schools Participate in *Every 15 Minutes* Anti-DUI Program on April 16 and 17**

*Pleasanton, CA*--- On Thursday, April 16, 2015 and Friday, April 17, 2015 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 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 Amador Valley and Valley Christian 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 16, 2015 on Del Valle Parkway adjacent to Amador Valley 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 14th year the Pleasanton Police Department and the Pleasanton Unified School District has presented the program.

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**Street Closure**

In order to facilitate the collision portion of the program the Police Department will close part of Del Valle Parkway from 9:00 AM until approximately 2:00 PM on Thursday, April 16, 2015. The roadway will be closed between Main Street and Harvest Road. 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 Amador Valley High School in the gymnasium on Friday, April 17, 2015. No street closures are involved with the assembly. Media coverage is welcome.

