



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Monday, March 9, 2009

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Police Illustrate Consequences of Poor Choices

“Every 15 Minutes” program simulates teenagers drinking, driving, and dying due - to alcohol related traffic collision.

Riverside, California – The Riverside Police Department, in conjunction with the California Highway Patrol, the California Office of Traffic Safety, and Poly High School, will present an “*Every 15 Minutes*” program on **March 11 and 12, 2009**. This two-day program involves a simulated fatal traffic collision with a DUI driver, three student deaths, and the aftermath of the collision. The purpose of the program is to provide an accurate picture of an alcohol-related fatal collision, and the effects of that collision from the perspective of all parties involved.

On March 11, 2009, at approximately 10:00 am, the Riverside Police Department, Riverside Fire Department, American Medical Response, Riverside Community Hospital, and Akes Family Funeral Home will conduct a simulated fatal DUI collision investigation on Victoria Avenue. Students at Poly High School will act as participants in the collision. The simulation will include on-scene trauma triage, a DUI investigation, and hospital treatment and death. At the conclusion of the collision scene the students will participate in and/or witness the sentencing hearing of the DUI driver at Riverside Superior Court. Students will then begin an overnight retreat with activities designed to illustrate the far reaching effects of driving under the influence.

On Thursday, March 12, 2009, an assembly will be held at Poly High School at which time the “dead” students will be reunited with their parents. The senior class will attend the assembly where a video of the previous day’s activities will be shown and presentations will be made by several guest speakers.

The press is invited to attend the activities. Please contact Nicolle Macarter at 951-353-7981 or nmacarter@riversideca.gov for more information.

The program received its name in the mid 1990’s because every 15 minutes someone died due to an alcohol related traffic collision. Funding for the *Every 15 Minutes* program is provided by the California Office of Traffic Safety through the California Highway Patrol and community donations.

Every 15 Minutes...The Choice Is Yours

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