



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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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 Martin Luther King High School, will present an *“Every 15 Minutes”* program on **March 31 and April 1, 2010**. 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 31, 2010, 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 Wood Road. Students at King 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 begin an overnight retreat with activities designed to illustrate the far reaching effects of driving under the influence.

On Thursday, April 1, 2010, an assembly will be held at King 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 Karen Haverkamp at 951-353-7980 or khaver@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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