



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Date: Monday, March 24, 2008
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Every 15 Minutes crash simulation

Riverside, CA- The Riverside Police Department, in conjunction with the California Highway Patrol, the California Office of Traffic Safety, and Norte Vista High School, will present an “Every 15 Minutes” program on **March 26 and 27, 2008 from 10:00 a.m. – 11:30 a.m.** This two-day program involves a simulated fatal traffic collision with a drunk driver and the aftermath of a collision. The purpose of the program is to provide a realistic picture of an alcohol-related fatal collision, and the results and effects of that collision from the perspective of all parties involved.

On March 26, 2008, the Riverside Police Department will conduct an on-scene collision investigation with the assistance of the following agencies:

- Riverside Fire Department American Medical Response
- Riverside Community Hospital Akes Family Funeral Home

Students at Norte Vista High School will be the participants in the collision as drivers and injured passengers. The simulation will include on-scene trauma triage, DUI investigation, and hospital treatment/death. At the conclusion of the collision scene the participating students will be taken to Riverside Superior Court for the sentencing hearing of the DUI driver. Students will then begin an overnight retreat with activities designed to show the effects of driving under the influence of alcohol and/or drugs. The “Every 15 Minutes” program is named for the frequency someone in America is killed by a drunk driver.

On Thursday, March 27, 2008, a 10 a.m. assembly will be held at Norte Vista High School at which time the “dead” students will be reunited with their parents. The senior class will attend this assembly where a video of the previous day’s activities will be shown as well as presentations by several guest speakers.

In March 2007, the Riverside Police Department completed a cycle of Every 15 Minutes presentations to all of Riverside public high schools. The program this year returns to Norte Vista High School, 6585 Crest Ave., in the Alvord Unified School District, which last benefitted from this program in 2000.

Every 15 Minutes...The Choice Is Yours

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