



# Fontana Unified School District

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## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

April 2, 2019

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## Fontana Unified Kicks Off ‘Safe and Sober’ Campaign

**FONTANA, CA** – Fontana Unified student filmmakers prepared classmates for prom season with public-service announcements (PSAs) highlighting the dangers of underage drinking and driving as part of the District’s 2019 “Be Smart, Party Safe and Sober” campaign.

Fontana Unified administrators, partnering with Fontana city and district police departments and business and community leaders, kicked off the month-long campaign at a March 27 press conference by screening the top five student-produced PSAs, which visualized the impact drunk driving can have on their future.

The winning PSA was “Left and Right,” produced by Summit High School seniors Johann Ramirez and Eric Ruvalcaba. The video shows a prom queen faced with making a decision on whether to celebrate with a drink or stay sober. A split screen shows the potential consequences of both choices and implores students to make the right decision.

“Left and Right” will be shown at the Regency Theaters in Fontana during the months of April and May.

“Eric and I made this video because we want our friends to be celebrate prom by being safe and sober,” Ramirez said. “We want to share our community stories through the medium of film while also setting a standard of high expectations for the Summit video production program.”

Excessive drinking is responsible for more than 4,300 deaths among underage youth each year, according to the National Council on Alcoholism and Drug Dependency.

This year’s Safe and Sober campaign saw a record number of PSAs submitted, with 33 entries from all six FUSD comprehensive high schools.

Watch the top five PSAs:

[“Left and Right”](#)

[“Think or Drink”](#)

[“My Boy”](#)

[“Mom...I’m Fine”](#)

[“Party Safe, Party Sober”](#)

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