



Media Advisory

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Sierra Vista High to Stage ‘Every 15 Minutes’ to Spotlight DUI Dangers

WHAT: To bring home the perils of operating a car while under the influence of alcohol or drugs, Sierra Vista High School will host the two-day “Every 15 Minutes” program that features a trio of realistic scenarios: a grim reaper that will pull students from classes to represent lives lost from drunk driving, an alcohol-related car crash simulated with emergency medical and law enforcement responders, and an assembly will present the dramatized rescue and aftermath, including a mock funeral.

WHEN: 10:55 a.m. Wednesday, April 26: Grim reaper visits classes; crash simulation
10:50 to 12:20 p.m. Thursday, April 27: Assembly

WHERE: Sierra Vista High School, 3600 N. Frazier St., Baldwin Park

DETAILS: “Every 15 Minutes” was launched in 1990 to challenge high school students during graduation and prom season to take responsibility for mature and safe decisions. The grim reaper will move among classes every 15 minutes, selecting students who represent lives lost every 15 minutes to DUI-related crashes. The selected students will take part in an overnight retreat to reflect on the day and write personal letters to family and friends.

The simulated traffic collision will be staged on Frazier Street, which will be shut from Francisquito Avenue to Foster Avenue. The assembly will follow the next day in Sierra Vista’s gymnasium.

The event is being held in partnership with the California Highway Patrol, Baldwin Park City Police, Adriana’s Traffic School and the Office of Traffic Safety.

Coverage and/or inclusion of this event in your calendar of events is welcomed and greatly appreciated.