



Media Advisory

FOR IMMEDIATE RELEASE

April 4, 2016

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Simulated Auto Crash, Funeral at Pioneer High to Highlight Cost of Drinking and Driving

WHAT: To drive home the very real perils of operating a car while under the influence of alcohol or drugs, or driving while distracted, Pioneer High School will host an “Every 15 Minutes” program, a two-day event featuring a simulated car crash, rescue efforts and the dramatized deaths of students, as well as a mock funeral for family and friends the next day.

WHEN: 11 a.m. Thursday, April 7: Crash scene
10:30 a.m. Friday, April 8: Funeral

WHERE: Pioneer High School, 10800 Benavon St.
Crash scene to take place on intersection of Milna Avenue and Benavon Street
Whittier

DETAILS: The day begins with the crash in front of the school and a pre-recorded 911 call that triggers an emergency response by law enforcement agencies, firefighters, paramedics and the coroner. The staged crash involves students who are “critically and fatally wounded” and transported via ambulance to a local hospital, and an “injured” student, who is arrested for drunk driving.

Additionally, a Grim Reaper pulls students from classes every 15 minutes to become one of the “living dead,” representing the number of lives lost to drunken driving. These students do not return to their classes and instead participate in an overnight retreat without contact with family and friends. A candlelight vigil is held in the evening, honoring the “victims” of the crash. A mock funeral is held the next day, when students watch a presentation of the previous day’s events. The “living dead” are also part of an emotional reunion with family and friends.

The program is a collaborative effort between Pioneer High and the cities of Santa Fe Springs and Whittier, the California Highway Patrol, Los Angeles County Fire and Police departments, Santa Fe Springs Fire Department and Whittier Police Department.

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

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