



## LODI POLICE DEPARTMENT

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### PRESS RELEASE

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#### **Subject: "Every 15 Minutes" Program to Bring Anti-DUI Message to Lodi High School**

**Date of this release: March 26, 2007**

**PIO Contact: Lt. William Barry at 209-329-2966 or [wbarry@pd.lodi.gov](mailto:wbarry@pd.lodi.gov)**

**Details:** The Lodi Police Department, in concert with the California Highway Patrol, the California Office of Traffic Safety and the Lodi Unified School District, will present "Every 15 Minutes" this Thursday, March 29, and Friday, March 30, at Lodi High School.

Every 15 Minutes is a two-day program involving high school juniors and seniors which encourages them to think about personal safety when alcohol is involved. The program stresses the importance of making mature decisions and recognizing that their actions affect others besides themselves. The name of the program is based on the fact that every fifteen minutes in the United States, someone is injured or killed in a alcohol-related collision. Traffic collisions are, in fact, the leading cause of death among persons aged 4 through 34.

The program will start off with a simulated DUI crash on the street in front of Lodi High School at about 9:30 AM Thursday morning, followed by almost two days of intensive activities involving the Lodi High upper class members that are designed to illustrate the terrible consequences of drunk and drugged driving. Student volunteers and school staff, along with local public service and safety personnel, and local businesses will join together in this effort to save lives through education. Among the many organizations involved will be Lodi Memorial Hospital, American Medical Response, the Lodi Fire Department, the San Joaquin County Sheriff-Coroner, and many others.

The public and area media are invited to attend the simulated crash scene. Members of the public should allow adequate time to park and walk some distance to the site on Pacific Avenue as the street will be closed from Oak St. to Walnut St. Media vehicles will be allowed access to the closed area. The public should also be advised that a California Highway Patrol helicopter will be landing in the area that morning as part of the simulation.

For further information please contact Lt. Barry (above) or Crime Prevention Officer Andrea Patterson at 209-333-6863 or at [apatterson@pd.lodi.gov](mailto:apatterson@pd.lodi.gov).