
LANE COUNTY SHERIFF'S OFFICE

NEWS RELEASE



DATES OF INCIDENT: Wednesday, October 20 and Thursday, October 21, 2010

DATE/TIME OF RELEASE: 10-19-2010 / 1:30 PM

NATURE OF STORY: Sheriff's Office Hosting *Every 15 Minutes*
Underage Drinking and Driving Prevention Program

LOCATION: McKenzie High School
51187 Blue River Drive
Finn Rock, OR 97488

DETAILS:

Every 15 Minutes someone in the United States is killed as the result of an alcohol related crash. In fact, alcohol-related collisions are the leading cause of death among teenage youth.

This year on October 20 and 21, the Lane County Sheriff's Office, in conjunction with the Oregon State Police and the fire and life safety agencies in the McKenzie Valley, is taking a proactive step in educating local high school students about making mature decisions when alcoholic beverages are involved. The Lane County Sheriff's Office, in cooperation with numerous volunteers, will host a program called *Every 15 Minutes* at McKenzie High School.

Every 15 Minutes is a two-day underage drinking and driving prevention program that challenges teens to think before drinking and operating any type of motor vehicle, or riding in one after the operator has been drinking. It also focuses on the impact those decisions have on family, friends, and the people they leave behind when someone is killed as a result of an alcohol related crash.

Times of media opportunity:

Wednesday October 20

Mock car crash at the community track on Blue River Drive (approximately 1/8 of a mile east of the high school). This staged car crash will involve student occupants with a DUII driver, someone who is killed, and several injured persons. Police, fire, and Life Flight will respond and work this crash as they would any real crash. The crash will begin at 2:00 p.m. and end between 2:50 and 3:00 p.m.

The crash portion of the program IS NOT open to the public, although media will be allowed for photo opportunities. Please do not disseminate crash location and time in any media coverage.

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Thursday October 21

A community assembly located in old gymnasium at McKenzie High School. East Lane County Commissioner Faye Stewart will be narrating the assembly which will include speakers who have lost loved ones to drinking and driving crashes. The assembly will begin at 9:00 a.m. and conclude at approximately 11:00 a.m.

The assembly is open to the public and may be announced in any media coverage.

MEDIA CONTACTS:

Deputy David Silano, Lane County Sheriff's Office; 541-682-4150

Mr. Kurt Cox, McKenzie High School Dean of Students; 541-822-3313

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Prepared by: Byron Trapp, Lieutenant