

## **2008 Every 15 Minutes Program Video**

The 2008 Every 15 Minutes Program video will be aired throughout this month on Wednesdays and Fridays at 7:00 p.m. beginning on October 8. Conducted at La Cañada High School, this program was designed to discourage youth from drinking and driving. It also was meant to challenge students to think about life consequences and making the right decisions. The program included a staged drunk driving accident involving students and emergency responders, and the tragic aftermath. The program's name is derived from the fact that at on time someone in the United States died in an alcohol-related traffic collision approximately every fifteen minutes.

The video depicts the drunk driving accident as if it were a real-life event. The video will be broadcast on the City's cable channels 16 and 55 (depending on your cable TV service area).

