



BEVERLY HILLS HIGH SCHOOL

For immediate release

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BEVERLY HILLS HIGH SCHOOL TO PRESENT PROGRAM AIMED AT DISCOURAGING TEEN DRUNK DRIVING

Beverly Hills High School will host *Every 15 Minutes*; a series of dramatic events intended to motivate students to make the right decisions about drinking and driving, on Wednesday and Thursday, May 21st and 22nd.

The program title refers to the shockingly high rate of accidents involving alcohol. At the time of the *Every 15 Minutes* program's inception, there was an alcohol-related traffic death every quarter-hour in the United States. The statistic is slowly improving. But according to the National Highway Traffic Safety Administration, motor vehicle crashes remain the leading cause of death for 15 to 20 year-olds; in 2006, 25 per cent of young drivers in this age range killed in automobile accidents had blood alcohol readings of .08 g/dl or higher.

While focused on older, driving-age students, *Every 15 Minutes* will have components for every grade level at the high school.

Every 15 Minutes is a collaborative effort of a BHHS parent committee, the school's PTSA, administration, counseling staff, and other concerned community members. Major event sponsors include the Vahagh Setian Foundation, Beverly Hills Rotary, the City of Beverly Hills (including the Police and Fire Departments), Cedars-Sinai Medical Center, Maple Counseling Center, and the Beverly Hilton Hotel.

Karen Setian, who tragically lost a son in an accident involving a driver who had been drinking last year, said, "As a member of the organizing committee of the *Every 15 Minutes* program at

Re: *Every 15 Minutes*

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Beverly Hills High School, I hope that this event will provide a strong and lasting message to our students about the importance of making good choices regarding drinking and driving or riding with a drunk driver. Although it is natural to believe that tragic consequences will affect others and not us, loss and heartbreak from drunk driving can befall any family. If Beverly High's *Every 15 Minute* program causes even one child to reconsider a poor choice, it will be well worth our efforts.”

“We expect this to be a difficult and emotional experience for many of our students and staff,” stated Joseph Guidetti, Principal of Beverly Hills High School. “It can be painful to confront the consequences of drinking and driving. Our job is to get our kids’ attention through compelling drama, rather than experiencing the real life pain, suffering, and loss that alcohol-related teen accidents have brought to BHHS and many other schools. If we save one life, the entire effort will have been worthwhile”.

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