



MIAMI BEACH

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PRESS RELEASE

FOR IMMEDIATE RELEASE

April 15, 2010

Cheat the Reaper - Live To See Your Future DUI-Simulated Crash Teaches Teens Reality of Drinking & Driving

-- Thursday April 29 @ 10:00 a.m. at Miami Beach Senior High School --

Miami Beach, Florida – The City of Miami Beach Fire Department, Miami Beach Senior High School, Miami Beach Coalition, and Tremont Towing, Inc. host the Tenth Annual “Cheat the Reaper” Teen Anti-DUI program on **Thursday, April 29, 2010, at 10:00 a.m.**, as part of preparations for prom weekend. This award-winning program will be held on the basketball court at Miami Beach Senior High School, 2231 Prairie Avenue, Miami Beach.

Since the program’s inception in 1998, there have been no reported DUI-caused motor vehicle crashes or arrests among Miami Beach Senior High School students during prom weekend.

Just days before the senior prom, this live, emotionally charged, simulated DUI car crash presentation results in one death and several serious injuries designed to teach 500 Miami Beach High School seniors about the grave consequences of drinking alcohol and/or taking drugs, and then driving a motor vehicle. Using make-up, a gallon or so of fake blood, and actual crashed vehicles, every scenario and agency responsible for a typical DUI incident re-enacts their role from fire rescue responding to the arrest by police and to the funeral.

“If experience is the best teacher, then the goal is to offer a realistic educational experience as a substitute for an actual D.U.I. experience. Students can then use this as a reference for good judgment at the moment when peer pressure may force them to make difficult choices on prom night,” said Fire Inspector David Mogen, Public Education Coordinator for Miami Beach Fire Rescue.

Miami Beach Senior High School administrators, teachers and students work together with other community partners who contribute in-kind services to produce this realistic drama. Tremont Towing, Inc. supplies the crashed motor vehicles to help create realism for the high school juniors and seniors who witness this event.

Community partners include DFYIT, Miami Beach Coalition, Miami Beach Senior High PTSA, Miami Beach Fire and Police departments, Riverside Gordon Memorial Chapels and Vista Convention Services South.

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