



MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, FL 33139, www.miamibeachfl.gov

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PRESS RELEASE

"You Only Live Once" Mock DUI-Car Crash Teaches Teens Reality of Texting or Drinking & Driving

-- Friday, May 16, 2014, 10:30 a.m. at the Convention Center Parking Lot --

Miami Beach, Florida – The City of Miami Beach hosts “You Only Live Once” Anti-DUI program on Friday, May 16, 2014 at 10:30 a.m., as part of preparations for teenagers do’s and don’ts of driving. This award-winning mock simulation, now in its 17th year, will be held at the Miami Beach Convention Center parking lot at 1900 Convention Center Dr., Miami Beach, FL 33139.

This live, simulated DUI car crash dramatization results in one death and several serious injuries designed to teach over 300 high school students, school staff and local partners about the grave consequences of drinking alcohol then driving a motor vehicle. In addition, this year’s format emphasis texting and/or talking on the phone while driving which addresses a serious hazard affecting our youth today.

Police respond and perform the accident investigation, sobriety test and arrest. Fire rescue extricates the victims, stabilizes them and transports them to the hospital. Funeral home attendants carry and load the deceased into a black hearse. To create an even more dramatic impact, a mock funeral for the deceased will conclude the program.

Using make-up, artificial blood, and actual crashed vehicles, the impact of what the audience views shows upon their faces. In addition, every agency that would be called upon to respond to this type of incident does what they normally would do in the case of an accident.

This event is made possible with the participation of following community partners:

- Miami Beach Coalition, Marina Aviles
- Miami Beach Senior High: actors, victims, and equipment
- South Beach Towing Recovery & Entertainment: crashed vehicles, Robert Ashenoff
- Vista Convention Services South: pipe & drape screen – Jim McNally
- Riverside Gordon Memorial Chapel: attendants, black hearse & mock funeral accoutrements
- Mothers Against Drunk Driving: speaker
- A Mother’s Hurting Heart – speaker

The City of Miami Beach, the Miami Beach Coalition and all its sponsors are proud to offer this award-winning event to promote safe driving habits among our teenagers.

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