



Elk Grove Police Department

Press Release

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FOR IMMEDIATE RELEASE

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BEFORE THE IMPACT

ELK GROVE, CA – Deadly car crashes are the number one killer until the age of 34, with teens being at the most risk. That’s why the California Office of Traffic Safety and the Elk Grove Police Department have teamed up to educate parents and teens about important driver safety messages.

Every month, families and friends are devastated for a lifetime over the loss of someone they care about that was in a collision caused by distractions or impairments. These collisions are 100% preventable.

Two special presentations of the award-winning program, “Before the Impact” will be held Tuesday, February 7th from 6:00 p.m. - 7:30 p.m. and Saturday, February 11th from 9:00 a.m. - 10:30 a.m. to focus on the "impact" after making a selfish decision behind the wheel. The consequences for passengers when riding with a driver making bad driving decisions is also addressed. The free 90-minute presentation will be in the Elk Grove City Council Chambers at 8400 Laguna Palms Way. The session will cover hard-hitting feature stories, photos, clothing, and even the actual vehicle two vibrant and dynamic brothers were in when an impaired driver crossed into their lane and killed them. They were innocent victims.

"Before the Impact" educates teens and adults on the effects of making bad decisions in a car, and is offered throughout the year to service clubs, community organizations, and Sacramento County high schools. The information shared over the last nine years has received national/statewide recognition/awards, and has been featured in many newspaper articles and numerous television interviews. Feedback from attendees is overwhelmingly positive with many stating they will never look at riding in a car the same way as before.

Seating is limited. Contact CSO Misty Dailey to reserve your spot: MDailey@elkgrovedpd.org or 916-478-8055.

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