



Fontana Unified School District

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Fontana Unified High Schools Promote Sobriety Campaign with Student PSA Contest

FONTANA, CA – Fontana Unified high school students recently brought home the dangers of intoxicated driving through thought-provoking public service announcements (PSA) they created for the District's "Be Smart Party Safe and Sober" campaign to promote prom-season safety.

Fontana Unified leaders, along with Fontana city and district police departments, kicked off the month-long campaign at a March 28 press conference at which Fontana Mayor Acquanetta Warren, Fontana Police Chief Robert Ramsey and Fontana Unified School Police Chief Martin Sissac described to students the impacts drunk driving can have on their futures.

The top four student PSA videos were also presented, with A.B. Miller students Omar Cachu, Victor Gutierrez and Lizeth Puente winning first place for their 30-second PSA, "Was It Worth It?"

"The issue touched home for me with similar stuff in my family, and it was hard to come out and deal with it," said Cachu, a junior at A.B. Miller, whose video included scenes of an empty bedroom, a car crash victim and the image of a mourning parent.

The "Safe and Sober" initiative aims to bring awareness to the risks associated with underage substance abuse and reduce its prevalence in the community. In addition, the campaign is meant to empower community leaders, parents and students to do their part in preventing underage substance abuse.

During April, deemed Alcohol Awareness Month, FUSD students will collect "Safe and Sober" prom pledges and host activities that promote safe and sober celebrations. To promote a citywide system of support, Fontana businesses will display posters promoting the campaign slogan during this season and throughout the year.

"Not drinking at prom night shouldn't be thought of as a restriction, but as reassurance to people who love us that we will be coming home safe," said Summit High School student Maria Medina, who is also president of the Mayor's Youth Advisory Council.

The trio behind the winning PSA will be honored at a Board of Education meeting in April and their video will be shown before every film at Regency Theaters in Fontana. The four PSA finalists will air on KFON, the local public access channel.

"This campaign would not be possible without the tremendous efforts of our community partners," Superintendent Randal S. Bassett said. "We want to encourage each and every person to be a part of the

solution because the students are the most precious resource in Fontana, and one decision can change a life forever.”

PHOTO CAPTION:

040317_FUSD_SAFESOBER: A.B. Miller High School students Victor Gutierrez, left, and Omar Cachu were named winners of the “Be Smart Party Safe and Sober” public serve announcement (PSA) contest with their 30-second video, called “Was It Worth It?” Fontana Unified leaders, along with Fontana city and district police departments, kicked off the month-long campaign at a March 28 press conference.

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