



PRESS RELEASE

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RTD and the District Attorney's Office Unveils "One Pill Can Kill" Bus Wrap

Stockton CA--San Joaquin Regional Transit District (RTD) and the San Joaquin County District Attorney's Office have joined forces to launch a powerful message of awareness and hope with the "One Pill Can Kill" bus wrap. This eye-catching visual serves as a mobile warning against counterfeit pills laced with fentanyl, a synthetic opioid now driving an alarming rise in overdose deaths across communities.

"This partnership reflects our deep commitment to protecting lives and educating the public," said RTD CEO Alex Clifford. "Every mile this bus travels represents a chance to educate and protect someone in our community."

Fentanyl overdoses have surged in recent years, claiming 48 lives in 2021 alone in the county. Over half of those who died were aged between 14 and 35, highlighting a tragic trend that impacts families and neighborhoods alike. The District Attorney's Office, through its Fentanyl Intervention, Response, and Safety Team (FIRST), continues to focus on education and outreach to combat the overdose crisis and build awareness.

District Attorney Ron Freitas further stressed the severity of the crisis, saying, "Fentanyl is taking lives in our community—and we must act with urgency. The 'One Pill Can Kill' RTD bus is more than just a message on wheels; it's a mobile warning and a call to action. By raising awareness through education and community outreach, District Attorney Freitas and the Fentanyl Intervention, Response, and Safety Team (FIRST) are empowering San Joaquin County to fight back against this deadly epidemic. One pill truly can kill—and together, we can save lives."

The bus wrap is not just a stark warning about fentanyl's deadly potency, which is 50 times stronger than heroin, but also a symbol of prevention and hope. This initiative stands as a testament to the shared resolve of RTD, the District Attorney's Office, and FIRST to shield families from the heartbreak of overdose deaths.

To learn more, visit: <https://sjcda.org/community/fentanyl>

San Joaquin Regional Transit District (RTD) is the regional transit provider for San Joaquin County. RTD's mission is to provide a safe, reliable, and efficient transportation

system for the region. For more information visit sjRTD.com, follow RTD on Facebook, Instagram, and X, or call (209) 943-1111.