
NEWS

CONTACT: BETH WILKINSON
(602) 957-8881

FOR IMMEDIATE RELEASE
December 3, 2009

CLEAN TEENS CAN CASH IN



Partnership for a Drug-Free America, Arizona Affiliate Launches Third Annual Contest with New Spin

The Partnership for a Drug-Free America, Arizona Affiliate and Navajo County Drug Project are pleased to announce its “REPRESENT IF YOU’RE ABOVE IT” contest. This third annual contest gives teens across Arizona the chance to create a photo or video that highlights the skills and talents that help them stay above the influence of drugs and alcohol – whether it is playing sports, singing or showing off the next great recipe.

“REPRESENT IF YOU’RE ABOVE IT” is designed to give teenagers, school districts and media departments a unique and educational way to discuss tough issues. This year’s contest not only includes videos but still photography as well.

The contest is open to residents of Arizona between the ages of 12 and 18 at the time of entry. Entrants can start by visiting www.PartnerUpAz.org/contest_or_navajocountydrugproject.com to find the entry form, rules and information about the contest. All entries must be postmarked by midnight on Monday, Jan. 18, 2010. The grand prize winner in each category will be awarded \$250 and the runner-up in each category will receive \$150.

Last year dozens of teens participated in the program, with the grand prize awarded to Andrew Madrid, Wesley Ollerton, Lawson Neilsen and Kyler Lee, students from St. Johns, Arizona.

This project for teens is made possible thanks to the generous donations of the Phoenix Coyotes and Phoenix Suns.

About The Partnership for a Drug-Free America

The Partnership for a Drug-Free America was formed in 1986 by the communications industry to educate children, parents and communities about the consequences of illicit drug use and the benefits of living drug-free. The Partnership is highly regarded for its proven effective media campaigns and public awareness programs. Independent studies from academia, business and science document the profound impact of The Partnership's programs on attitudes and behavior.

The Arizona Affiliate was established in 2003 to carry out The Partnership's mission to reduce illicit drug use in Arizona while meeting the unique needs of communities. Through its programs, the Arizona Affiliate inspires and empowers Arizonans to join in a united effort to prevent illicit drug use among teens through community-based education. The Partnership is a non profit 501-c-3 organization.

For more information, visit the Affiliate website at www.PartnerUpAz.org.