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notMYkid ANNOUNCES RED RIBBON WEEK EVENTS

Phoenix-- notMYkid proudly announces that it is joining forces with the Arizona National Guard in the fight against drug abuse in Arizona. notMYkid will host a State of the State Summit on Monday, October 22, 2007 at Chase Field at 9:30am. Attorney General Terry Goddard and Phoenix Mayor Phil Gordon will address the crowd, kicking off Red Ribbon Week Events being held across Arizona.

Speakers from notMYkid's Clear Choices program will appear at schools through out the valley sharing their personal stories of substance abuse addiction, safe dating and binge drinking with students in a peer to peer educational setting during Red Ribbon Week October 22-26, 2007.

notMYkid's Parent Education and Action for Kids (PEAK) program will present an informational interactive presentation designed to promote increased awareness about youth behavioral health issues. This team of outreach specialists speak to parents, teachers, police and other community groups about the risks and challenges of growing up in today's environment.

Additionally, notMYkid's Project 7th Grade will spread the prevention message across the nation through a series daily informational emails educating parents, teachers, community leaders and students about the dangers of drug abuse.

The events coincide with Red Ribbon Week, promoting drug-free families and communities. Enrique "Kiki" Camarena was a Drug Enforcement Agent who dedicated his life to keeping drugs out of communities. In 1985, he was tortured and murdered at the hands of a Mexican drug cartel. In honor of his sacrifice and his commitment to eradicating the use and transfer of illegal drugs, his friends and family began wearing silk red ribbons and pledged to remain drug-free. The Red Ribbon has become a symbol of support for the DEA and their efforts to reduce the demand for drugs through prevention.

Red Ribbon programs are seen every October in schools across the nation, and notMYkid and Project 7th Grade are doing their part in spreading this prevention message. Project 7th Grade will hold presentations across the nation during Red Ribbon Week, and it is their hope that these programs will make a significant difference in the lives of the parents and children they reach.

notMYkid was founded in 2000 by Debbie and Steve Moak. The organization is devoted to educating individuals and communities about behavioral health issues facing teens today, and providing parent resources to improve communication and prevention methods for their children. notMYkid provides education programs to over 65,000 students and parents a year through its various programs, including Project 7th Grade, Clear Choices, P.E.A.K., Teen Advisory Board, and Kevin's Last Walk

For more information or to schedule a presentation in your community visit www.notMYkid.org or call 602-652-0163.

