



April 13, 2012 - *For Immediate Release*

For More Information Contact: Lana Beck (727) 828-0211 or (727) 403-7571



Drug Prevention Organizations Throughout the U.S. Take Back 4/20

(St. Petersburg, FL) Many National, state and local anti-drug organizations campaign against the infamy of April 20th, a day the drug culture celebrates by getting high and promoting the use of drugs.

“4/20 sends a very disturbing message to children and could potentially give them an excuse to experiment with drugs. Getting high is never a rite of passage on any day of the year, nor should it be promoted as one. I am excited about the many efforts by drug prevention groups, to push back against the drug culture and promote healthy messages to our youth,” said Calvina Fay, Executive Director of Drug Free America Foundation and Save Our Society From Drugs.

“National non-profit notMYkid.org is launching a parent awareness and prevention campaign on the dangers of the 420 culture, which most parents do not even know exists,” said Jill Woods, Executive Director of notMYkid. “We want to educate parents about substance abuse and give them a prevention tool that will help their kids avoid peer pressure situations by empowering them to say ‘I can’t, my parents might drug test me.’ We are partnering with Rural/Metro and First Check, who will distribute thousands of free home drug tests on Thursday, April 19th, in Phoenix, San Diego, Orange County and Los Angeles County, Calif., metro-Atlanta, Orlando, Fla., Rochester and Syracuse, N.Y. and Knoxville, Tennessee. This is truly a wonderful opportunity and we are glad to be part of it,” concluded Woods.

“Healthy and Drug Free Colorado is helping to coordinate the first annual ‘4/20 Drug Free Day – Celebrating our Youth’ in eight Colorado counties. ‘4/20 Drug Free Day’ is designed to celebrate the willingness of Colorado’s young people to remain drug free, said Tom Gorman, Executive Director of Healthy and Drug-Free Colorado.

“Coalition for a Drug Free California is launching a website for California residents to get the facts on the dangers of pot called www.MarijuanaHelpNow.com. It’s vital to have local resources available to parents to counter the negative messages bombarding their children from drug legalization groups,” said Paul Chabot, President of the Coalition for a Drug Free California

“On the morning of April 20th, students from the University of Tampa will wake up to their campus plastered with healthy-living-inspired messages specific to the harms of marijuana. This activity is being implemented by a student-led movement called *Disjointed*,” said Cindy Grant, Executive Director of the Hillsborough County Anti-Drug Alliance.

If you would like to set up an interview about this issue with Calvina Fay or any of these groups, please contact Lana Beck at **(727) 828-0211 ext. 102 or (727) 403-7571**.

Drug Free America Foundation, Inc. is a national and international drug policy organization promoting effective sound drug policies, education and prevention. www.dfaf.org.

Save Our Society From Drugs (S.O.S.) takes a comprehensive approach to promote sound drug policy that includes education, prevention, abstinence-based treatment, scientific research, and community awareness. www.saveoursociety.org.

-END-